

# **Experiences in fundraising and working with donors**

# About me

Lucina Di Mecco

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- Development Economist, Gender Expert with work experience in Mexico, US and Austria
- Grant writer for the Gates Foundations, Norad, USAID, European Union, Corporations and private donors.
- Examples from my main area of work: women's rights and gender mainstreaming.

# Major trends in Global Giving for CSOs *(and related challenges)*

- From general to restricted funding. *What happens to fixed costs and TA?*
- From donation to investment: cost-benefit analysis approach. *No rights based approach?*
- From long term to short term commitments and “giving while you are living” response. *Difficult with advocacy and movement building*

# Never waste a crisis: lessons that CSOs learned from the financial crisis

- Have a clear and defined mission and TOC
- Be able to communicate impact: quantitative data and storytelling
- Set up strong M&E systems to capture performance
- Have a diverse donor base and make alliances with like-minded CSOs

# Latest US Trends in Private and Corporate Giving to Watch Out For

- Millennials will give differently. Be transparent and specific. Tie your financials to your impact. Have IT-friendly donation apps that engage donors.
- Involve donors in decision making with board and advisory roles. Consider other ways to give.
- Women are the #1 Donor Demographic in the US. 64% of all charitable donations are made by women.

# Latest US Trends in Private and Corporate Giving to Watch Out For

- Proactive approach to fundraising (ALS Ice Bucket Challenge raised \$100 Million in 30 days)
- Find new allies and donors: Chime for Change (Catapult-Gucci-Beyonce); Fundo Elas and Chevron.

# Opportunity for New Conversations

- Coherence and Compatibility: donors look for accountability inside, not only outside
- Collective Engagement: CSOs opening to new actors and working collaboratively

**Thank you for your attention!**

Now let's share experiences and  
thoughts!