

SO Nigeria

Fundraising Framework

January, 2020

Special Olympics



Introduction



This document provides an insight into the principles guiding our fundraising activities. It also highlights some key activities, and processes SO Nigeria has put in place to ensure fundraising targets are met or exceeded

Upon onboarding donor organizations at SO Nigeria, they are assured that their funds will be used effectively, efficiently and as proposed.

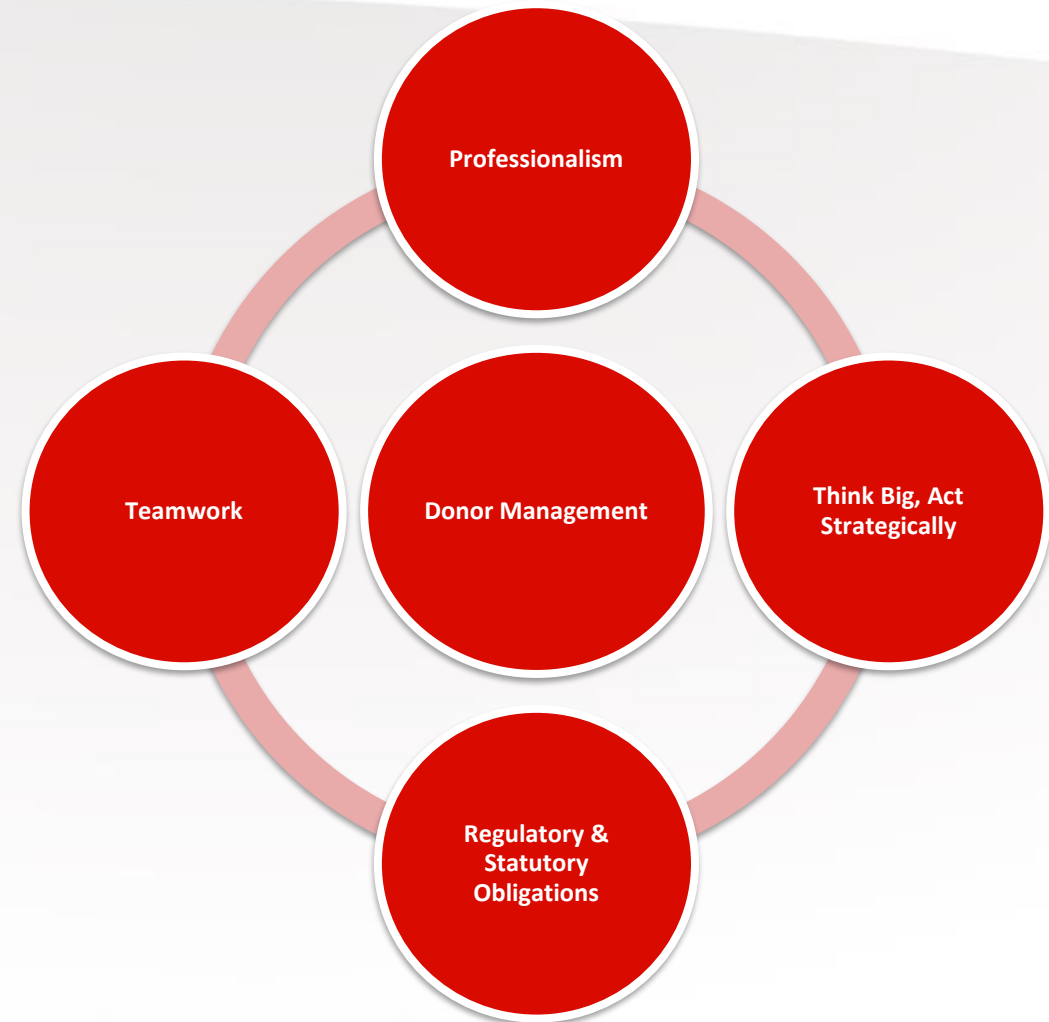
Our vision and that of the donor organisation are clear and understood. We deepen their commitment through professionalism, excellent result and exceptional feedback in form of stories from project beneficiaries .

Year on year, they understand more about our success and gain confidence in our ability to deliver excellently, thus leading to increased financial commitments.

Our Guiding Principles



Over the years, we have positioned ourselves as “the brand” to be associated with through self –assessments, holistic project development, robust monitoring and evaluation, staying abreast of philanthropic trends, training, capacity development and networking opportunities.



Brand Image

Professionalism



- We invest in our image through corporate branding, social media management and public relations. A professional workspace and up to date website portrays us in good light
- Public relations experts help to build our brand locally and facilitate access to opportunities
- All pursuits packs dispatched from the SO Nigeria office contain publicity documents such as organization profile, annual reports and programme brochures. They are also distributed during meetings and at conferences
- We depict professionalism in all we do as SO Nigeria is governed by operating policies and procedures

Brand Image

Team work



- We ensure we attract, retain and recruit the right talent. Passion and commitment are attributes we look out for during recruitment
- We are all ambassadors and business developers; staff proactively scout for leads/opportunities in their network
- All pursuit meetings/presentations are attended and delivered in pairs. We do not work in isolation
- Board members are part of the team. They play an important role in networking and donor relationship management

Think Big , Act Strategically



- All staff of SO Nigeria commit to the vision and mission of Special Olympics. We believe that the goal of our organisation has real significance to athletes and families. We believe in ourselves – a professionally run local organisation with the backing of a globally recognized brand that - on account of its track record - **deserves** to be heard by the biggest donors worldwide...we think BIG
- Our relatively small workforce is always considered when targeting a donor. Donors with a record of larger disbursements are favoured over smaller donors – by pursuing fewer opportunities more effectively we are able to better maximise our resources

Think Big , Act Strategically



We understand that Philanthropic motivations have evolved from just the “**satisfaction of helping**” to “**personal interests and desire for recognition**”, at the heart of every donor we target, we highlight the benefits of brand association, local and international mileage potential donors can get from partnering with us.

- Our strategies have gone past being heavily dependent on our network to proactively promoting and selling the Special Olympics brand
- Our pipeline is not limited to local opportunities, we dedicate valuable man hours to searching for international grant making organizations, researching their priority areas and call for application timelines
- Donors are strategically divided to reduce donor fatigue. We do not engage all donors for every fundraising call

Donor Management



- We seek out, attend strategic meetings, conferences, events and even join social media groups. Networking helps to expand our fundraising network
- Donors are actively involved in all programme activities. We invite them for everything we do and regularly give gifts and SO Nigeria memorabilia
- Projects are developed to align with donor vision and funding preferences to enable us access specifically targeted funding pools
- High quality proposals highlighting our management proficiency, project portfolio and donor references
- Strict quality control on all donor communication – nothing reaches a donor without executive review

Compliance



Donors require proof of financial accountability and transparent cost structures. To secure funding from a wider pool of donors we ensure the following are in place.



- Full compliance to global and local standards
- Effective risk management policy and practice
- Robust financial accounting and management processes
- A Finance and Account department
- Audited accounts and up to date annual reports available on our website
- Comprehensive registration documentation and up to date paperwork

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