



ELINET MEMBER EXPERIENCE ON ACTIVITIES OF FUNDRAISING

Activities appealing to funders

Disadvantage and Need

- Activities or projects aiming at special focus groups (migrants/struggling readers)
- Social activities (especially those involving children in need) as they are impressed by their situation
- Activities for Roma children/ people/ teachers - as Roma people are an issue for Europe
- One-to-one support for children struggling with their reading provided by trained volunteers
- Resources for literacy in the developing world
- Medical help (help with medicines or surgical interventions)
- Educational activities for students in rural areas
- Interventions to improve reading
- Evidence based projects for vulnerable groups
- Awareness raising to promote returning to learning and first engagement with adult literacy services.

Families

- Activities with young children or families
- Activities showing good practices for families, and family involvement
- Parent engagement

Bookgifting

- Bookgifting (they can distribute advertisement material as well or use their logo etc.)
- Bookgifting
- Bookgifting activities

National Projects

- Nationwide projects, like the national reading competition, the battle
- Connecting national language regions

Campaigns

- Raising awareness
- Reading for pleasure-campaigns
- Campaign with a broad target group, focused on a specific subject 'dad's for reading', for example
- public awareness

CPD

- Teacher professional development related to current government priorities
- Continuing professional development for teachers
- CPD for teachers
- CPD
- Training, professionalization
- Project of practice sharing between teachers, with the participation of teacher trainers and researchers
- professional development (because our association works with and for teachers and librarians, so dissemination is guaranteed)

Sharing good practice

- Exchange of good practices
- Encouraging networking and sharing best practice
- Connecting research and practice
- International conference organisation
- Conferences, symposia - dissemination of knowledge & good practice
- Publication of journals - seen as our core purpose and what we are expert at
- Meetings
- National conference organisation
- Networking
- Research related to increase reading competence
- Publication of journals
- Networking with exciting organization + programs

Digital

- Projects on digital reading
- Digital engagement and resources

And why funders have liked them

Expertise

- Seen as an area of expertise
- Seen as our core purpose and what we are expert at
- The funders want relevant results and good quality of implementation, trustworthy organisation

Corporate benefits

- Bookgifting (they can distribute advertisement material as well or use their logo etc.)
- Creating a win-win-situation, supporters and the supported organisation should clearly see their advantages of the partnership
- Participating in events
- Creating (maybe longterm) projects with quite a big media coverage
- Publicity in national and local media (TV and papers)

Social impact and return on investment

- Activities with high social benefit and return
- Factsheets about return of investment costs versus results in the long run
- Projects with an integrative background: urgent questions of our society; effects on literacy competence, educational success
- Literacy promotion as a means to deal with issues of social / educational inequity
- Activities with high return in terms of long term effectiveness for the whole society
- The problem that the gap between the highly educated and the lower educated people becomes greater. In our country we need everyone who can work, because we all grow older.

Numbers benefitted

- Projects with a wide reach (number of children, parents involved ...) - quantitative aspects.

Evidence, impact, immediacy

- Activities supported by evidence

- Factsheets with scientifically based facts and figures
- Effects on literacy competence, educational success
- Immediate impact can be more easily seen (e.g. workshops at schools)
- Projects with a clear time horizon: results within a few years.
- Evidence based projects for vulnerable groups
- Activities which don't last too long
- Concrete activities

Fitting donor priorities

- Which fit with their priorities/aims
- Specific projects - of particular relevance to the funder's remit (statutory context) or strategic objectives (statutory and corporate contexts).
- political need

Innovation

- Innovative activities
- Creating (maybe longterm) projects which are "new", creative and maybe even unique - not seen many times

Good proposals

- Effective proposals
- Clarity
- Show, when and how to do it

Emotional appeal through beneficiaries (including meeting them)

- Meeting the 'ambassadors' (volunteers): Ambassadors who tell the people how they felt that they could not read and write. The emotion that they are excluded is a very strong trigger. Telling people from governmental organisations, hospitals, banks and companies that they can do a lot for these people and how they can recognize the problems they have.
- Participating in events
- When the well-being of children is involved
- Events and activities that involve (school) children and/or where the immediate impact can be more easily seen (e.g. workshops at schools)

Imaginative approach to funders

- If a funder is only willing to fund capital items, we will normally approach them to fund the books and games we use in our volunteer sessions.

Other

- The need to get to know more about something