



Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Fundraising for Road Safety NGOs

- Webinar 1: Building a fundraising strategy**
- Webinar 2: Networking and power mapping**
- Webinar 3: Corporate/NGO Collaboration Criteria**
- Webinar 4: Attracting corporate funders**
- Webinar 5: Log frames: what, who, and why**
- Webinar 6: Budgets: Costing your project**



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Fundraising for Road Safety NGOs

**Webinar 4:
Attracting Corporate Funders**

2018

Agissons ensemble



Les Ambassadeurs de la Sécurité Routière

Corporate Fundraising

Afef Ben Ghenia
Director

Les Ambassadeurs de la
Sécurité Routière





Fundraising

“ Many people find fundraising **scary**. They think of **asking friends for money**, making **unwelcome** and **annoying** calls, and sending out yet another **long-winded plea** for grant funding.

But in many ways fundraising is about so much more than that—it is about **creating connections** and **synergies** that provide **mutually-beneficial partnerships** to otherwise disparate groups. Fundraising is about **designing and sharing meaningful impact.**”

Who to approach?

- Choose your partners
- Target your partners
 - Research
 - Website
 - LinkedIn
- Focus on Corporate Social Responsibility (CSR)



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How to approach them



What marketing opportunities does your project offer?



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How to approach them

- Make a good presentation of your NGO
- Present a clear program to convince them to sponsor it
- Cause marketing



Useful Advice

- Report results
- Show results in human terms
- Recognize your corporate partners
- Invite management to your event
- Grow the relationship



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What I learned

Never Give up!
Think Bigger!



Evaluation and questions

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