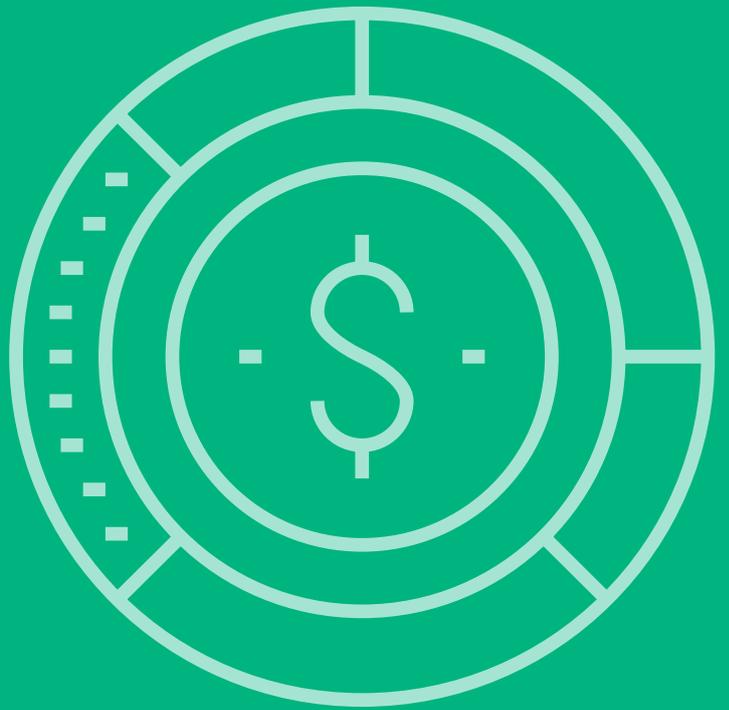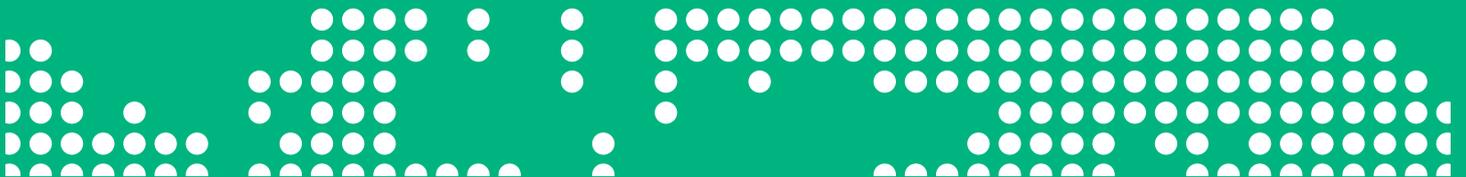# DANISH REFUGEE COUNCIL

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Fundraising Toolkit
for Diaspora Organizations

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Acknowledgements

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The aim of the Toolkit

This is one of three toolkits commissioned by the Danish Refugee Council's Diaspora Programme to UNU-MERIT/Maastricht University as part of its Diaspora Dialogue in Europe programming. The Diaspora Programme is implemented by DRC's Civil Society Engagement Unit. DRC engages civil society actors rooted in and/or with direct ties to the Global South, and therefore considers diaspora transnational civil society actors an integral part of the civil society they work with. The toolkit series intends to offer practical guidance to diaspora actors in three main areas: (1) Diaspora Fundraising, (2) Community Outreach and (3) Networking and Alliances Building.

The aim of this toolkit is to familiarize diaspora organizations with a diverse range of funding sources and provide guidance on how to establish successful fundraising mechanisms and access opportunities for diversifying sources of financing.

Following this introduction, the **first section** of the toolkit provides a brief overview of the funding landscape for diaspora organizations and discusses the importance of diversifying sources of finance.

Section 2 then offers a step-by-step guidance on how to develop a fundraising strategy with the right fundraising tools that aim for the appropriate sources.

Section 3 introduces the method of crowdfunding with a specific focus on organizing online campaigns through internet-based platforms.

The toolkit concludes with recommendations based on the inputs from the training "Diaspora Philanthropic Fundraising Training for Diaspora" delivered by Dr. Martin Russell and Sir Kingsley Aikins of The Networking Institute as part of the DRC Diaspora Dialogue in Europe programme. The potential barriers to resource mobilization by diaspora organizations and ways to address those barriers are evaluated in the recommendations section.

Fundraising for Diaspora Organizations

Diaspora organizations and networks are becoming increasingly important actors in their respective countries of residence. While they make important contributions to both the country of origin and of residence, many diaspora organizations often operate in a context of low organizational capacity and financial insecurity. The funding streams that are accessible by diaspora organizations often overlap with those designed for other non-state actors in addition to funding opportunities that specifically target diaspora groups. **Governmental institutions (national ministries, regional governments, municipalities etc.), private foundations, intergovernmental organizations, international organizations (IOs), international non-governmental organizations (INGOs), development agencies, embassies and consulates of foreign countries** as well as **corporations** in the private sector are some of the **traditional donors** through which diaspora organizations can obtain financial support from. However, overreliance or dependence on a single source of funding may jeopardize the long-term sustainability of organizations in the case of donor withdrawal. The shrinking space of civil society, partly resulting from the reduction in institutional donor grants and increased competition for existing funds, further reinforces the financial vulnerability of many diaspora organizations. The volatility in the third sector, particularly for small-scale organizations that operate with project-based funding, calls for an incentive to explore new methods and innovative approaches to fundraising, such as crowdfunding campaigns or engaging in commercial activities.

> Many civil society organizations face the critical challenge to ensure their financial resources in the long run and often rely on donor funding to realise their activities. This can limit the independence of the organization, reduce flexibility in action and make long-term planning difficult. Making sure that the organization is funded through different sources (e.g. membership fees, donations, crowfunding and public grants) is a key strategy to ensure organizational survival and financial resilience and as such promotes their contributions towards the community.[1]

Making sure that the organization is funded via different means reduces the dependency on a single source (in many cases membership fees and donations) and allows for a continuation of activities and provision of services even in times of instability.[2] However, more sources of funding often come along with higher costs and additional administrative burdens.[3] The organization's internal capacities (e.g., skills and expertise on financial and strategic planning, administration and monitoring and evaluation), as well as the context in which the organization operates (e.g., political opportunities and constraints) often determine the success of resource diversification.[4]

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[1] Renoir, M., Guttentag, M. (2018).Facilitating Financial Sustainability. Understanding the Drivers of CSO Financial Sustainability. USAID.

[2] Viravaidya, M. & Hayssen, J. (2001). Strategies To Strengthen Ngo Capacity In Resource Mobilization Through Business Activities. Best Practice Collection. UNAIDS.

[3] Carroll and Stater, 2008 as cited in Renoir & Guttentag, 2018

[4] Renoir, M., Guttentag, M. (2018)

Diaspora philanthropy

Within diaspora communities, philanthropic practices may serve as a mean to express commitment and belonging in the diaspora, creating an additional motivation for mobilizing funds.[5] They may be willing to donate due to their feeling of responsibility and emotional inclination towards the homeland and the broader community. Designing fundraising campaigns to mobilize resources from diaspora communities, diaspora businesses or large-scale diaspora organizations can provide an alternative option for diaspora organizations to increase or maintain their financial resilience.

Four steps to effective fundraising

The following sections provide practical guidance for organizations to develop and implement a resource mobilisation and fundraising strategy that can ensure a broad and sustainable base for capacity development.

Step 1: Review your mission, vision and code of conduct

Clear vision and mission

A crucial early step in laying your fundraising strategy is to make sure that everyone in the organization (volunteers, paid staff, board members) essentially agrees with the mission and vision of the organization. If there is disagreement among members on the mission and vision statements, it is advised to organize a brainstorming meeting with as many members as possible to reach an agreement and make necessary revisions. It is essential to have clear vision and mission statements that everyone agrees on and feels comfortable with and confident about promoting throughout the fundraising process. Having a clear vision and mission also helps you approach the right donors that align with your values and goals.

What is your mission

An NGO's mission is the purpose of why it exists. It is your public promise of what you will do to achieve this purpose and the difference you seek to make in the world.

Develop or review your code of conduct and policies

Some institutional grant distributors request civil society organizations to have specific policies in place. These policies vary depending on the type of work the organization undertakes. For example, if you undertake activities with children, it is imperative to have an internal child protection policy in your code of conduct. Other examples are anti-fraud policy, anti-discrimination policy, equality, diversity and inclusion policy, environment policy and gender equality policy, among others. The aim of these policies is to demonstrate commitment to universal values within internal procedure, throughout all activities

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5 Brinkerhoff JM. (2014). Diaspora Philanthropy: Lessons From a Demographic Analysis of the Coptic Diaspora. Nonprofit and Voluntary Sector Quarterly.43(6):969-992.

and in the implementation. These policies provide staff members with further guidance by outlining the ethical approach of your organization towards key issues and articulate the core organizational values that drive fundraising. The organizational policies must be clear and concise, written in a way that is accessible to people that are not familiar with the specifics of your work. Staff might prepare the policies but the board must approve them.[6]

Step 2: Conduct a situational analysis

Identify your current financial situation and future expectations

The next step is to make a situational analysis and set the financial expectations for short, medium and long run. A useful framework to conduct a situational analysis is Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

Strengths, weaknesses, opportunities and threats (SWOT) analysis

SWOT analysis is a common method used by organizations and companies to develop a full understanding and awareness of all the factors involved before you decide on any new strategy. For example, your organization can undertake SWOT analysis to determine if it has the capacity to raise a total of EUR 50,000 from a minimum of three sources within the next year.

To explore your **weaknesses and strengths**, you may want to gather opinions on what your key stakeholders, including your partners, beneficiaries and existing donors think of your organization and why they find it worthy of support. This could provide an important input for potential donors. At the same time, it helps you evaluate your work and make improvements.

More information on SWOT analysis can be found at:
https://www.mindtools.com/pages/article/newTMC_05.htm

Examples of guiding questions to conduct a SWOT analysis can be found at:
https://www.snpo.org/funding/step4.php

Rate your organization's financial health

Society for Non-profits developed a short survey to help non-profits assess their financial situation. It consists of questions on past and current revenue sources, ability to borrow in crisis situations, flexibility in use of funding and relations with donors. You can take the test to see your rate and take action to turn each "No" answer into "Yes".
https://www.snpo.org/funding/financialhealth.php

Who is your fundraiser?

It is important to identify the person(s) who will be primarily responsible for fundraising. If you do not have enough resources to have a full-time fundraiser position, interested staff members can be asked to regularly spend a certain number of hours a day or a week exclusively on fundraising. It is important to have a coordinated approach to ensure effectiveness and avoid duplication of efforts, therefore, those involved in fundraising should have regular update meetings.

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[6] For example, see DRC's Code of Conduct and specific policies: https://drc.ngo/about-us/who-we-are/code-of-conduct/

Step 3: Mapping resources, needs and funding landscape

Every country and local context has its own funding landscape and the funding opportunities are, of course, also shaped by the organizational capacities, objectives and activities. For developing a strategy of how to make the best use of the funding opportunities, it is essential to 1) make an inventory of your available resources and resources needs/gaps and 2) map the donor community and the larger funding landscape. The following exercises help you to get started with a sustainable fundraising and resource mobilisation strategy.

Resource mapping

As a first step, it is important to map the different resources that are present and needed to achieve your objectives. When thinking about resources we are often inclined to focus on financial resources only. However, organizational resources go way beyond that. Networks and relationships, political support for your cause, as well as skills and experiences of your members and close cycles all present important resources that can determine the success and sustainability of your action.

Figure 1. The different kinds of resources

KINDS OF RESOURCES

Human Resources:
Skills, Experience, Ideas

Physical Resources:
Facilities, Equipment

Social & Political Resources:
Partnerships, Reputation, Favourable Policies

Financial Resources:
Institutional Funding, Donations, Membership Fees

Resource mobilization is a process that includes identifying, building and managing relationships with people who share the same values and concerns as your organization.[7]

Broadening our understanding of resources also helps us to think more creatively about the different resources needed to realise our action. For instance, instead of renting a location for an event, we can make use of our social resources and reach out to our network to see if a partner organization may offer their location for free.

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[7] FHI 360 (2012). Going the Distance: Step by Step Strategies to Forster NGO Sustainability

Brainstorming activity

Start with reflecting more broadly on what the potential resources of your organization are. Be specific and list as many as possible under the different categories. Discuss in your team which resources you are well equipped with, and then determine which resources you are lacking. You can do so with regard to the overall objectives of your organization or specific activities, programs or services.

Figure 2: Resource mapping brainstorming

Once you have discussed these questions, you can summarize the results in a table that helps you to map out the existing resources present in your organization as well as your resource gaps and needs in a resource inventory.

Table 1: Resources Inventory

Activity/ Program	Resources		Resource Gaps/Needs	(potential) Resource providers	Resource Category
	Required	**Available**			
Cultural festival	5,000 €	1,000 €	4,000 €	Individual donations	Financial
Cultural festival -catering	Beverages Food 500 people	Beverages	Food 500 people	Donations from … restaurant	Physical

Source: Adopted from Venture for Fund Raising (2009). Resource Mobilization:A Practical Guide for Research and Community-Based Organizations. 2nd edition.

Nonprofit budgeting apps

There are also several internet apps that can help you monitor your financials. It is particularly useful for NGOs that have limited resources for accounting and admin support.
Some of these apps can be found here:
https://www.thenerdynonprofit.com/blog/nonprofit-technology/nonprofit-budgeting-apps/
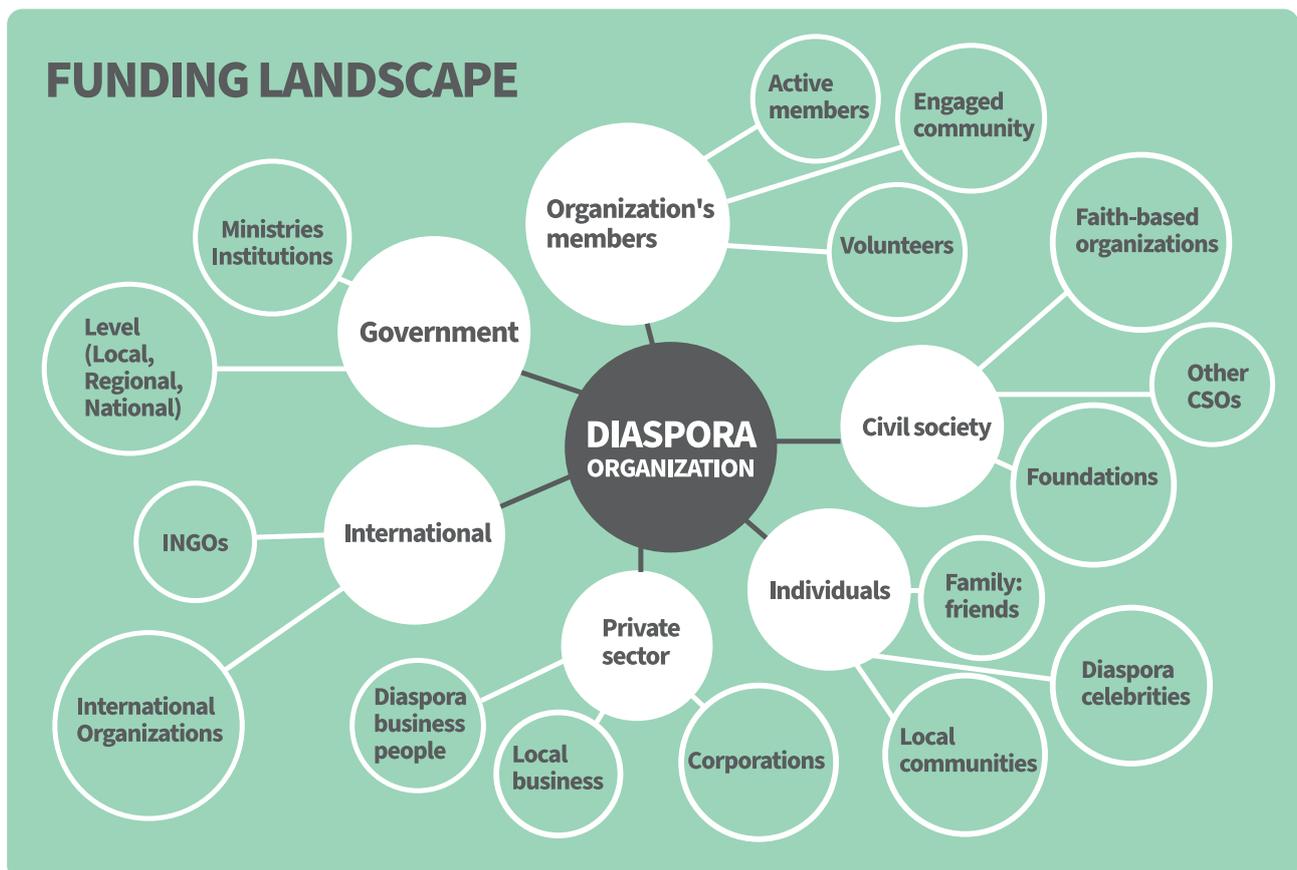
Mapping funding landscape

Once the resource needs are identified, we need to think about the diverse range of actors who can provide funding for our activities. Governmental institutions (national ministries, regional governments, municipalities etc.), NGOs and private foundations, international organizations, international non-governmental organizations, development agencies, embassies and consulates of foreign countries as well as corporations in the private sector all constitute potential funding providers. In addition, as many organizations also finance their activities through donations and membership fees, individuals and members of your organizations are an important part of the funding landscape.

Brainstorm activity

Start with a brainstorming activity to map the different actors and sources of your individual funding landscape. You may want to think about different categories such as government, international, private sector, civil society, organizational members as well as other individuals. The idea of the brainstorming is to encourage you to look beyond the usual sources and to establish a broader base of funding.

Figure 3: Funding landscape

FUNDING LANDSCAPE

- DIASPORA ORGANIZATION
- Government
  - Ministries Institutions
  - Level (Local, Regional, National)
- Organization's members
  - Active members
  - Engaged community
  - Volunteers
- Civil society
  - Faith-based organizations
  - Other CSOs
  - Foundations
- International
  - INGOs
  - International Organizations
- Individuals
  - Family: friends
  - Diaspora celebrities
  - Local communities
- Private sector
  - Diaspora business people
  - Local business
  - Corporations

While doing the brainstorming exercise, be **specific** and name concrete actors if possible. For example, if you brain-storm government actors, think about different institutions, ministries and departments at different geographical levels and with different thematic focus (e.g., integration, culture, development cooperation, civic participation etc.). Likewise, in the private sector try to identify the different businesses, diaspora businesspeople, and corporations with concrete contact persons and names. In case you are lacking information, you may do some research to specify the actors further. You can check for example the website of similar organizations to see who funds their activities, or reach out to your network and ask your allies about their funding landscape.

Be selective when it comes to the inclusion of potential actors to make your fundraising strategy targeted to the vision and objectives of your organizations. Select actors that are in support of your cause, are working in your thematic areas and/or are in line with your overall vision and values. Otherwise, you might harm your credibility and risk societal support especially if donors are in conflict with your mission and values. Targeting actors who are not supportive of your cause runs the risk of wasting important time and human resources. The Spectrum of Allies and Power Mapping (See Network and Alliances Toolkit), can be useful exercises to identify potential allies and supporters for your cause.

Once you have finalised the brainstorming and identified the different actors of your funding landscape, establish an inventory of donor profiles to generate a database of potential funding opportunities. Appendix A provides an example of a donor profile, which you can use and adjust to your organizational context.
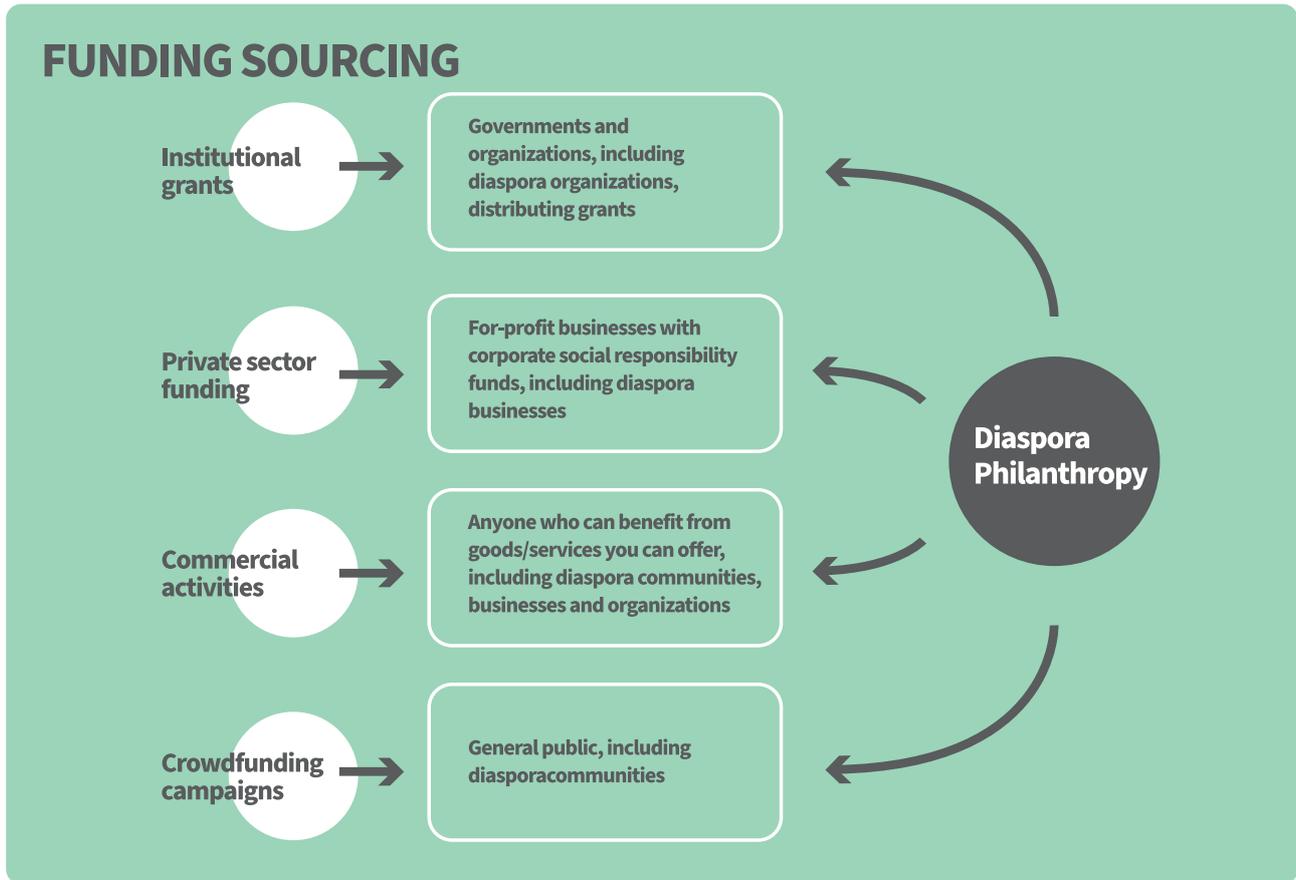
Step 4: Identify appropriate fundraising sources and methods

The final step is to identify the potential sources and appropriate methods through which you can raise funding for your existing or future programs/activities and diversify your revenue resources. In addition to traditional forms of funding such as applying for institutional grants and membership fees, other methods that can be used for fundraising include **organizing crowdfunding campaigns** that target the general public, seeking funding from the **private sector**, or engaging in **commercial activities** to generate funds for your projects. For diaspora organizations, a key target group is the **diaspora philanthropists**, who are potentially more inclined to donate due to their sense of belonging and feeling of responsibility towards the homeland and the broader community.[8] Diaspora philanthropists may include diaspora businesses, wealthy individuals or celebrities in the diaspora, diaspora organizations that distribute funds or the broader diaspora communities. It is therefore important to take into consideration how your fundraising strategy engages with these diverse actors in the diaspora as they represent a potential base of support for your organizational mission. However, diaspora support cannot be taken for granted, your cause needs to inspire and motivate diaspora members beyond the country connection. It is important to map and identify diaspora actors that are ideologically aligned with your organizational mission and therefore more likely to support your cause/activities.

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[8] Brinkerhoff, 2014

Figure 4: Funding sources and methods

FUNDING SOURCING

Institutional grants → Governments and organizations, including diaspora organizations, distributing grants

Private sector funding → For-profit businesses with corporate social responsibility funds, including diaspora businesses

Commercial activities → Anyone who can benefit from goods/services you can offer, including diaspora communities, businesses and organizations

Crowdfunding campaigns → General public, including diasporacommunities

Diaspora Philanthropy

Aim for multiple sources of funding

Diversifying sources of finance and aiming for a combination of methods is key to an organization's financial health. However, it is important to be aware of the potential advantages and disadvantages of different methods and sources before embarking on a fundraising plan. For example, a key benefit of crowdfunding campaigns (as will be discussed in Section 3) is the flexibility that it offers to the fundraisers in terms of the content and design of a project, allowing fundraisers to target underrepresented groups or develop projects on issues that are often less likely to be funded by traditional grant giving organizations.[9] The technical and administrative burdens of institutional grant applications and management complicate the chances of smaller organizations to obtain funding, while crowdfunding campaigns are less bureaucratic. On the other hand, crowdfunding campaigns are potentially unstable sources of funding, which may increase or decrease in crises, making it difficult to engage in long-term planning.[10] (See Appendix B for the full list of advantages and disadvantages of different funding sources and methods). All of these factors should be taken into consideration when deciding on which sources to target and which methods to use based on the organization's purpose, strategy and resources.

Sources of Fundraising

Institutional grants

Institutional avenues for funding range from government grants (local, regional, or national) to revenues provided by other (I)NGOs and foundations. In addition to funding sources for civil society organizations more generally, some institutions offer targeted funding streams for diaspora or migrant/diaspora organizations to account for their specific characteristics and needs.

[9] Flanigan, S. (2017). Crowdfunding and Diaspora Philanthropy: An Integration of the Literature and Major Concepts. International Journal of Voluntary and Nonprofit Organizations 28(2). 492-509.

[10] Bone, J. & Baeck, P. (2016). Crowdfunding good causes. Opportunities and challenges for charities, community groups and social enterprenuers. Nesta.

Crowdfunding

An increasingly popular alternative to institutional fundraising methods is crowdfunding, where projects or ideas are funded through many small donations or contributions from a large group of people, namely "the crowd". Crowdfunding can be defined as ''the raising of capital from a large number of individuals donating or investing relatively small amounts of money using Internet-based platforms in an environment of high mutual visibility among participants'.[11]

Diaspora philanthropists

Diaspora philanthropy can be defined as 'money, goods, volunteer labor, knowledge and skills, and other assets donated for the social benefit of a community broader than one's family members, in a country or region where there is a population with whom the donor(s) have ancestral ties.[12] This does not only include the country of (ancestral) origin, but also other geographic locations hosting populations with whom the donor(s) share ancestral ties. Diaspora donors range from individuals who are able to make small donations to specific causes in their communities, to financially well positioned ones who have the means to donate large sums (e.g., influential businesspersons, celebrities, sport stars, or foundations established by these individuals). Interestingly, studies found that economically disadvantaged persons are more likely to make charitable donations than wealthy ones, indicating that fundraising efforts within the community should aim for a broader focus and outreach. Diaspora organizations can be considered as important intermediaries who collect and channel the donations to specific projects and causes in the country of origin or the country of residence.[13]

Private sector fundraising

Corporate donors can provide another source of funding, which, next to money, can contribute through in-kind donations, such as providing spaces, land, goods, equipment and services, or human resources in the form of volunteering. Big companies increasingly offer donations within their corporate social responsibility strategies. Companies might be easier to attract if there is an overlap in activities, in which the businesses somehow relate to the NGOs work.[14] Diaspora business, understood as businesses (e.g., restaurants, travel agencies, supermarkets, sellers of ethnic products) operated by co-ethnics or co-nationals, might be a crucial resource to tap into, given their potential altruistic motivation and sense of belonging to the community.[15]

Business activities & self-generated funds

Self-generated funds can foster the financial autonomy of civil society organizations, and thus, promote the achievement of a long term vision and quality of engagement. Self-generated funds range from fees for services provided (e.g., consultation, training and other services) to revenues from renting out of office space, training and conference facilities, audio-visual and other equipment. Other business activities include the opening of cafes, restaurants and mini-markets, which helps to generate additional income. Some organizations may sell the products made by their beneficiaries (e.g., crafts and folk arts, agricultural products), or connect their income generation to the public relations activities (e.g., selling of promotional items).[16]

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[11] Davies, R. (2014) Civic crowdfunding: Participatory communities, entrepreneurs and the political economy of place. MSc Thesis, Massachusetts Institute of Technology, Cambridge, MA. p. 25.

[12] Flanigan, 2017, p. 494

[13] gunias, D.R. & Newland, K. (2012). Developing a Road Map for Engaging Diasporas in Development - A Handbook for Policymakers and Practitioners in Home and Host Countries. Geneva/Washington, D.C.: IOM & MPI: https://publications.iom.int/system/files/pdf/diaspora_ handbook_en_for_web_28may2013.pdf

[14] Viravaidya & Hayssen, 2001

[15] Vallejo, J. A. (2015). Levelling the playing field: Patterns of ethnic philanthropy among Los Angeles' middle- and upper-class Latino entrepreneurs. Ethnic and Racial Studies, 38(1), 125–140.

[16] Viravaidya & Hayssen, 2001

Crowdfunding - an innovative tool for fundraising

An increasingly popular alternative to institutional fundraising methods is crowdfunding, where projects or ideas are funded through many small donations or contributions from a large group of people, namely "the crowd". Crowdfunding can be defined as ''the raising of capital from a large number of individuals donating or investing relatively small amounts of money using Internet-based platforms in an environment of high mutual visibility among participants''.[17] Crowdfunding practices for non-profit organizations can take four different forms[18] , as summarized in Table 2.

Table 2: Crowdfunding models

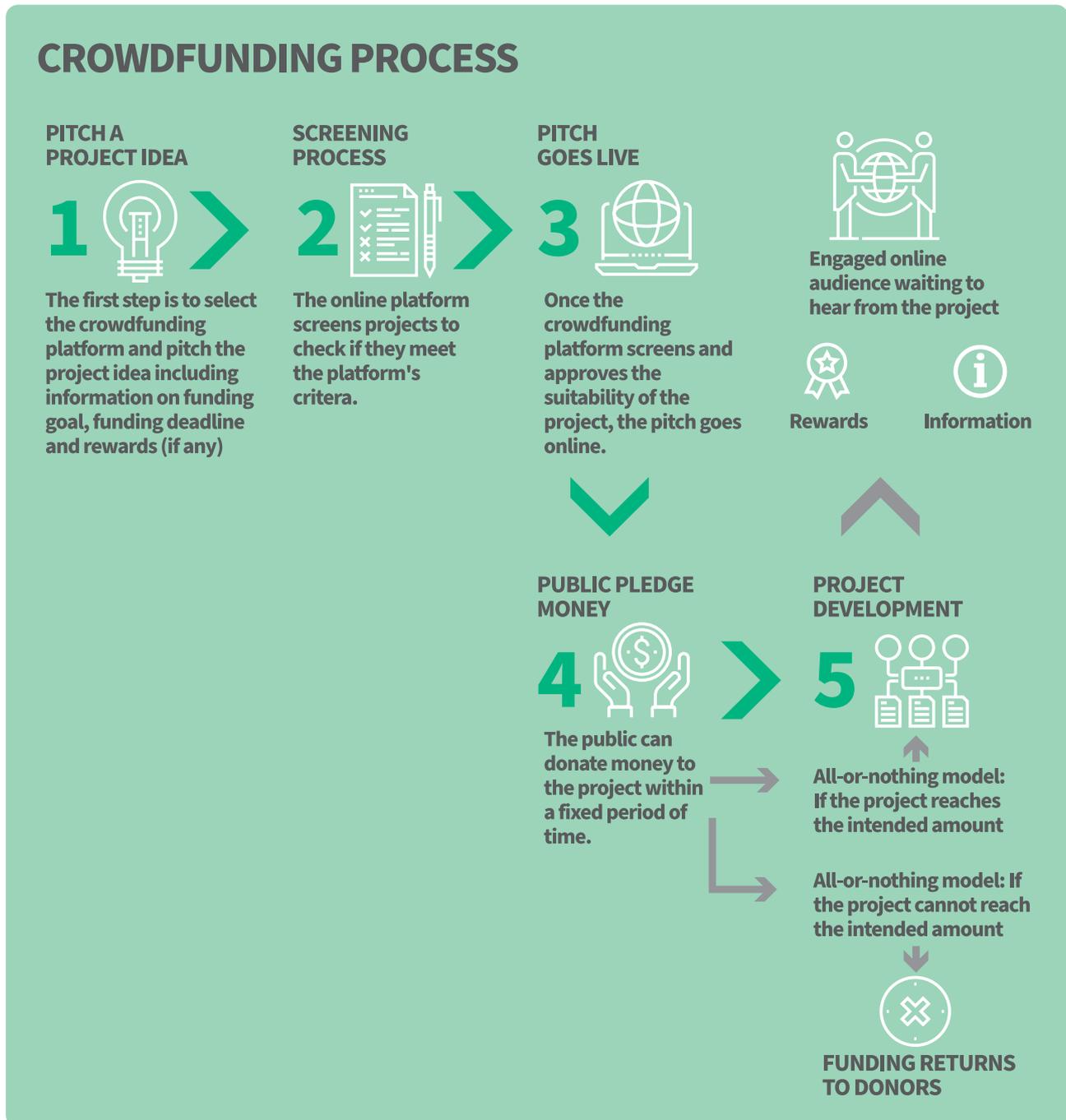| Models	Description	Platforms	Consider if...
Donation-based crowdfunding	Driven by personal motivation or moral obligation, private donations with no expectation of tangible benefits	Spacehive Global Giving Just Giving Crowdfunding	You cannot offer anything beyond the good feeling of giving/donating
Peer-2-peer fundraising	Supporters raise funds for NGO campaigns or projects by publicly sharing and advocating campaigns	Social media platforms such as Facebook, Twitter	You have a good level of online presence and an online network of supporters (e.g., working website, Facebook page and other social media)
Social fundraising	Individuals can promote a campaign by taking action that directly contribute to a project (e.g., charity runners - individuals running a marathon for the benefit of an NGO/project)	Social media platforms such as Facebook, Twitter	You have a dedicated network of people/ volunteers willing to give their time and effort
Rewards-based crowdfunding	Individual contributions and donations are rewarded by a tangible (but non–financial) product or a service at a later date. Different gifts can be awarded depending on the amount of contribution	Indiegogo Kickstarter Startsomegood	You have a small to medium sized project, and you can offer small in-kind gifts to your supporters

Source: Adapted version of the table prepared by Bone and Baeck, 2016, p.12 combined with information obtained from Ania & Charlesworth, 2015

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[17] Davies, 2014 p. 25
[18] Davies, 2014 p. 25

The increasing accessibility and use of the internet allow rapid mobilization of people for common causes. Most crowdfunding activities are conducted through online platforms that connect fundraisers with individual philanthropists. Some of the most well-known sites are Kickstarter, Indiegogo, GoFundMe, along with many others. These platforms allow fundraisers to pitch their project ideas, set a timeline, funding goal and provide information on return and rewards. Fundraisers can also create their own crowdfunding websites or customize a pre-made crowdfunding platform, a procedure known as white labelling (e.g., through BuzzBank, Trillion Fund). Bone and Baeck[19] broke down the crowdfunding process into five main phases, illustrated in the following diagram:

Figure 5: Crowdfunding process

CROWDFUNDING PROCESS

PITCH A PROJECT IDEA
1 The first step is to select the crowdfunding platform and pitch the project idea including information on funding goal, funding deadline and rewards (if any)

SCREENING PROCESS
2 The online platform screens projects to check if they meet the platform's critera.

PITCH GOES LIVE
3 Once the crowdfunding platform screens and approves the suitability of the project, the pitch goes online.

Engaged online audience waiting to hear from the project

Rewards   Information

PUBLIC PLEDGE MONEY
4 The public can donate money to the project within a fixed period of time.

PROJECT DEVELOPMENT
5 All-or-nothing model: If the project reaches the intended amount

All-or-nothing model: If the project cannot reach the intended amount

FUNDING RETURNS TO DONORS

Source: Adapted diagram based on Bone and Baeck (2016)

[19] Bone, J. & Baeck, P. (2016). Crowdfunding good causes. Opportunities and challenges for charities, community groups and social entrepreneurs. Nesta.

Crowdfunding models differ from traditional forms of online fundraising (e.g., donate button on the organization's website) in two ways; first, crowdfunding activities are used to fund projects rather than organizations in general; second, crowdfunding campaigns have funding targets to be reached within a fixed period. A key difference between the existing online crowdfunding platforms is whether they use the "keep-what-you-raise" model or "all-or-nothing model". Some platforms allow fundraisers to keep all the funds donated by the end date of the project (e.g., Indiegogo), while a few others require the projects to reach its targeted funding goal within the specified timeframe (e.g., Kickstarter), otherwise the contributions are returned to the funders. The latter approach allows for improving trust between supporters and fundraisers by ensuring that fundraisers have enough funds to realize what they promised and that their contributions are only channelled to the projects that are set to succeed (Kickstarter, n.d). Second key difference is processing fees. Some platforms require a small percentage of the generated funds, while others are for free. The platforms that adopt the keep-what-you-raise model often charge higher fees if the funding goal is not met as a way to motivate continued efforts to reach the intended goal.[20]

Before launching a crowdfunding campaign, make sure that the regulations in your country allow civil society organizations to collect funds through crowdfunding activities. In some countries, Association Laws restrict or stipulate certain conditions (e.g., obtaining a license) on mobilizing funds through crowdfunding platforms.

Why do people donate?

The supporters of a given campaign may have a variety of reasons to contribute, ranging from having a shared passion, solidarity, emotional connection, participation or kindred to more tangible benefits such as tax deduction and enticing rewards.[21] The presence of **social trust, friend and family networks** are key factors determining the success of crowdfunding projects.[22] As described before, diaspora actors may be more willing to donate as a means to **express commitment and belonging in the diaspora.**[23] Crowdfunding campaigns can provide a readily accessible option for diaspora philanthropists who are willing to donate due to their feeling of responsibility and emotional inclination towards the homeland and the broader community.[24] In the context of diasporas and origin countries, the crowdfunding platforms can also serve as an intermediary between diaspora contributors or investors and local beneficiaries in the (ancestral) homeland, which can help raise funds through peer-to-peer contact.[25]

Matched crowdfunding

Another option for initiating a crowdfunding project is through engaging institutional funders or elite philanthropists who are willing to donate large sums of money in a crowdfunding campaign through matching funds, also known as matched crowdfunding.[26] For example, an individual philanthropist or an institutional donor might be willing to top up 30% of a project budget if it collects the first 70% through a crowdfunding campaign. This approach allows the institutional grant givers to test the public demand for a given project.[27]

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[20] Flanigan, 2017

[21] Ania & Charlesworth, 2015

[22] Flanigan, 2017

[23] Ibid.

[24] Brinkerhoff, 2014

[25] Angel, D., Fernandez, M.B., Ramirez, S. Savchick, L., Singh, A., Sungthanu, N. (2016) A crowdfunding platform for the Moldovan Diaspora. International Organization for Migration.

[26] Bone, J. & Baeck, 2016

[27] Baeck & Mitchell, 2016

What are the advantages and disadvantages of crowdfunding?

There are a number of advantages and disadvantages that must be taken into account before embarking on a crowdfunding campaign. A key benefit is the flexibility that it offers to the fundraisers in terms of the content and design of a project, allowing fundraisers to target underrepresented groups or develop projects on issues that are often less likely to be funded by traditional grant giving organizations. The technical and administrative burdens of institutional grant applications and management complicate the chances of smaller organizations to obtain funding, while crowdfunding campaigns are less bureaucratic. A good network might be a key prerequisite for a successful campaign, but a crowdfunding campaign can also help create a large network and attract volunteers and supporters.[28] A crowdfunding campaign may serve the dual purpose of fundraising and advocacy, and help raise awareness on social issues addressed by the projects.[29] In the context of diasporas, crowdfunding campaigns can provide an enabling space for diaspora members to refine project plans and take collective action.[30] In addition, crowdfunding campaigns can provide some level of openness and transparency as the campaigns remain online even after it ends.[31]

Some of the disadvantages include the risk of incentivising traditional donors to reduce funding streams in the long-run, the potential bias that might result from selective voting only by those who have the means to donate, and the possibility of conflict between supporters and fundraisers due to shared ownership of projects with the crowds. In addition, it can provide a potentially unstable source of funding, which may increase or decrease in crises, making it difficult to engage in long-term planning.[32]

Key success factors

A key factor that shapes the success of crowdfunding campaigns include constructing a narrative that appeals to a diverse crowd, "which asks for "robust," multi-vocal story-telling that potentially appeals to expectations of a variety of potential project supporters".[33] Moreover, the narratives should be provided in a language that is accessible by the general public rather than the language and terminology used with traditional donors who are often familiar with the peculiarities of the civil society work (See Community Outreach Toolkit for effective use of storytelling techniques).[34] Additionally, running a successful crowdfunding campaign usually requires a good level of digital literacy accompanied with a high level of commitment.

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[28] Flanigan, 2017

[29] Bone & Baeck, 2016

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Crowdfunding platforms

Below is a list of some of the most popular online platforms that can be used to initiate an online fundraising campaign. Some of them are free to use, while others charge campaigners a small fee or impose transaction fees.

Causes: helps organizations to drive action and impact while also building real relationships with their audience, galvanizing the targeted community into taking action about the organization's aims. Link: www.causes.com

Chuffed: an online crowdfunding platform that was created exclusively for NGOs to raise funds for social causes. Chuffed does not charge campaigners anything to use its services and post a project on the platform. Donors are required to register and pay transaction fees. Link: www.chuffed.org/eu

Fundly: a popular crowdfunding campaign, allows to create a professional crowdfunding site which can be easily shared with potential donors via social media or e-mail and keep it updated regularly. It does charge a transaction fee. Link: www.fundly.com

GlobalGiving: helps organizations access the tools, training, and support they need to be more effective: they receive their own personalized page, communication tools and an opportunity to communicate to donors directly through GlobalGiving platform. Link: www.globalgiving.org

GoFundMe: one of the most popular and widely-available platforms for fundraising for any type of project. It offers a donor protection guarantee. Link: www.gofundme.com

Handbid: offers affordable crowdfunding tools that work for any organization. They offer different options, such as peer-to-peer fundraising, auctions etc. and are customized to mobile devices. It charges campaigners a fee. Link: www.handbid.com

Indiegogo: focuses on design, innovation and technology and many more project areas, helping ideas come to life. Link: www.indiegogo.com

Kickstarter: an online crowdfunding platform focusing on creative projects. Hosts a large online community of creators and supporters across the globe.Link: www.kickstarter.com

OpenIDEO: it does not only serve as a funding platform for social causes, it is especially directed at unique ideas, projects, innovations and design ideas and the community formed in the platform actively participates in the brainstorming about them. Link: www.openideo.com/approach

Patreon: Patreon powers membership businesses for creators by giving them the tools they need to acquire, manage, and energize their paying patrons. Link: www.patreon.com/europe

Rally.org: a simple crowdfunding platform which puts visual aids at the front, such as a call to donate, share the project and click on the donation trackers. There is a platform fee and credit card fees per donation. Link: www.rally.org

Start Some Good: employs all for nothing fundraising model. Link: www.startsomegood.com

Zoomaal: Based in Lebanon, Zoomaal started in early 2012 as one of the first-ever crowdfunding platforms in the Arab region. Supporters can contribute any amount they like to projects of their choice, and the startups' founders offer rewards to supporters based on their contributions. Link: www.zoomaal.com

Recommendations

Diaspora organizations are faced with the critical challenge of financial sustainability, which hinders organizational autonomy, long-term planning and flexibility. The high complexity of grant applications and complicated procedures hinder the access of less professionalized diaspora CSOs to funding opportunities. In addition, conflict generated diasporas might face additional challenges in the resource mobilisation process. For instance, after years of conflicts, mobilising money within a community can be a challenging endeavour, as personal financial resources are exhausted and there tends to be fatigue and declining willingness, also among the broader societies in the residence countries. In addition, many newcomers are still building a secure life in their new environment and, hence, may lack the capacity to support civil society work financially.

Exploring new methods and innovative approaches to fundraising, for instance, through the use of digital technologies can help to diversify revenue sources, and thus, can be considered as a crucial strategy to ensure organizational sustainability and financial resilience. In line with these aspects and taking into consideration the preconditions to utilize the methods discussed above, the recommendations for diaspora organizations can be roughly listed as below:

- **Diversify your fundraising methods and resources:** Using multiple methods and approaches to fundraising can strengthen your organization's capacity, sustainability and financial resilience. For example, combining traditional forms of fundraising with crowdfunding methods can help create and maintain two revenue streams, hence, reduce the dependency on a single source and allow for sustaining activities and provision of services even in times of instability. If you are an organization with structural costs, crowdfunding can be seen as a supplement to other essential, core fundraising activities you will be undertaking. Individual crowdfunders will not donate to support overall operating costs or to fund research. They are more likely to target their donations to specific projects they feel a connection to, or to projects or campaigns that will produce tangible results in the short-run, such as medical assistance and humanitarian assistance.

- **Tell your story:** People are likely to contribute to a cause with which they can identify and see value in. Make use of Storytelling techniques (see Community Building Toolkit) to keep donors engaged and gain their attention. Stories are also powerful tools to raise public awareness on issues and problems of your communities. A powerful story can encourage potential donors to be part of the solution. The fundraisers need to always clearly determine the story of the organization (why they come together and what matters for them) and then choose a corresponding strategy (how they will act), and why you are a good match with the intended donor. Hence, the key message not only communicates the vision and mission effectively, but also highlights the relevance of the issue or case, the solution the organization offers to the problem, and why it is important to be supported. The case statement should be:

  - **I**nspiring (it drives the audience to act in your organization's favor)
  - **M**emorable (it stays in the minds and hearts of the audience)
  - **P**ositive (it gives hope)
  - **A**ttention-grabbing (it gains the interest of the audience)
  - **C**lear (It is easily understood)
  - **T**aken From Experience (the organization can illustrate its meaning)

- **Invest time in building relationships:** Successful fundraising is about collaboration and cooperation, as funding opportunities are often attached to people. Investing time in building relationships and networks is important and should be an ongoing activity. Organizations can audit their network to identify and fill the gaps, by making sure that their network reflects the diversity of the society they operate in. Great networkers use the power of technology, but also the power of emotions and social relations. Networking is about giving and not getting, so not only focus on what you can extract from your potential donors, but also consider what resources you can offer to establish an equal and trust-based relationship.

- **Start with supporters:** People and organizations that already know your organization and have a connection to you and your cause and mission will be more easily mobilised not only for general support but also for financial contributions. Understanding the value of relationships is crucial here. It will be more likely to get financial support from those who know and trust you rather than from those who do not know that you exist (or are against your very existence).

- **Attend events and network:** As relationships are crucial, think about ways to actively reach out to your network. It is not only about fundraising but also friendraising that determines the success of your resource mobilisation strategy. Make use of your funding landscape map and look for events organised by the different actors in order to establish more personal relations.

- **Build trust within your community:** Diaspora members are potentially more inclined to donate due to their sense of belonging and feeling of responsibility towards the homeland and the broader community. However, years of conflict in the country of origin can lead to a deterioration of trust and feelings of dis-belonging within diaspora communities. Fears associated with civic engagement imported from the origin country context, emotional exhaustion and loss of belief in positive social change may reduce people's willingness to donate for a collective cause. It is therefore imperative to build the connection with the grassroots and people on the ground to cultivate a shared culture, collective identity and shared sense of belonging.

- **Ask!:** If you do not ask, you will not get it. Do not assume that people will contribute to your cause without being asked. If you have a powerful story to tell and do great work, people will be happy to support your action.

- **Use the right channels to promote your campaign:** Consider alternative social media platforms and select one that fits your project's needs. For example, when older generations are concerned, it makes more sense to reach out via Facebook than Instagram, while young professionals may be more active on LinkedIn or on Twitter.

- **Consider commercial activities:** When considering commercial activities, organizations should be aware of potential legal ramifications of the business on their tax-exempt status. Make sure that the goods or services that you provide align with your principles and goals.

- **Ensure accountability:** Your funders expect their money to be used for the intended purpose, managed well and applied to meet project objectives. The people you serve expect help with their needs and to be treated with respect. Partners expect you to be honest and follow through on commitments. Make sure you act accountable and show how the money is used. Visuals are powerful tools not only to mobilise people for your cause, but also to inform supporters about your different actions and achievements.

- **Consider ethical issues in fundraising:** Which donors you acquire funding from is a reflection of your organizational principles, credibility and accountability. Therefore, it is important to be aware of the actual source of funds. For example, a company using child labor to produce its products, or a wealthy businessperson that engages in weapon trade are far from being good partners of civil society organizations. Similarly, it can also be useful to run a background check on the crowdfunding platform that you plan to use.

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Appendix A: Donor profile template

Name of the Organization / Institute	
Short Description	
Donor website link	
Location	• Country • Region • Global
Donor Type	• International (UN, INGOs) • Public (national, regional, local) • Philanthropic Foundation • Alliance/Partnership of Organizations • Private (individual)
Geographic focus	• Country of residence (local, regional, national) • Country of origin • Other (e.g. region)
Thematic Focus	• Development cooperation • Humanitarian aid • Education • Health and wellbeing • Gender • Social Cohesion • Political/civic engagement • Culture • Organizational capacity building
Funding stream	
Funding amount	
Eligible costs	• Project related costs • Human resources • Equipment • Structural costs • Running costs (rent, heating, electricity etc.) • Non project related human resources
Important deadlines	e.g. to hand in proposals etc.
Contact person and details	

Appendix B: Advantages, disadvantages and success factors for different sources of funding

Funding source	Advantages	Disadvantages	Key factors of success
Institutional funding	Higher possibility of sustainable and long-term funding Can help to increase the donor network Less reliance on membership fees and private donations Enhance public recognition In some cases cover overhead costs In some cases cover social security for human resources	Can limit independence High bureaucratic hurdles, which require time and human resources Difficult to access especially for smaller organizations Often project-based nature Funding can be sector-specific Usually requires track-record Mainly accessible for formally registered organizations	Cooperation with more established organizations as this facilitates access to grants Seek out to potential local donors, as personal relations are crucial Diversify donor base, to avoid dependency on a single actor Seek for high level of agreement in values and agendas
Crowdfunding	Allows relative independence in goal-setting Helps build an online community/network Encourages volunteering and civic participation Low bureaucracy, accessible for smaller NGOs Can obtain funding for difficult (e.g. political) topics that are less likely to be funded by institutional funders Transparency on who & what gets funded Allows room for exploring new ways of combining fundraising and advocacy/campaigning Helps raise awareness on social issues and needs	Unstable source of funding - good for one-off events, campaigns Requires good network for success Can be resource intensive (time, digital skills) Can be limited for non-profits by national legislation Incentivizes institutional funders to withdraw from funding streams Negatively impact equality, diversity, participation (people vote with their wallets) Potential conflict between the fundraiser and the crown - loss of control over the project	Quality idea & pitch (clear, compelling and memorable narrative that appeals to a diverse crowd Enticing rewards ("what's in it for the audience?" tangible and intangible rewards) Strength of your network, human-to-human connection is vital Marketing Campaign Good level of digital literacy and commitmen

Diaspora philanthropy	Emotional inclination of diaspora members who often have long-term interest More independence as cause or project does not have to align with donor requirements Rapid mobilization in humanitarian crisis situations affecting diaspora communities or the country of (ancestral) origin Can incentivise more contributions from the network of financially well-positioned diaspora donors	Shared ownership that requires alignment of ideologies/interests with diaspora donors The culture of charitable giving and philanthropic motivations that influence the choice to donate Policies and attitudes that may hinder international diaspora contributions Can be challenging for issue- or identity-based organizations if the priorities of the diaspora donors do not match with the fundraisers' Diaspora donors may show more interest in addressing immediate needs for greater emotional satisfaction and prestige in diaspora community	Identified potential diaspora donors that demonstrate interest in the cause or project and plan how to approach them Attend diaspora networking events and organise introductory meetings with diaspora businesses Construct an appealing and memorable narrative, be open and flexible in project plans and setting of priorities in a collaborative manner Nourish and sustain those who have supported in order to persuade them to give again
Private Sector fundraising	Alternative monetary and in-kind resource Access to skills and expertise through corporate volunteering Visibility and outreach	Often one-off donations Might harm credibility Loss of social support Difficult to access for sensitive or more controversial activities	If business activities of the company align with NGO work If not in conflict with the overall mission and values Diaspora business as resource to tap-in

Business activities & Self-generated funds	Increase capacity as it provides alternative source of funding	Legal ramifications of the business on tax-exempt status	Good business plan and skills
	Can lead to more sustainability as it does not depends on donors preference and priorities	Up-front commitment of capital, and staff time	Closely aligned to the overall mission and values
	Can lead to financial autonomy, as it provides funding for activities outside the donor agenda	May overtake the mission or primary programs	Takes advantage of existing skills, services and facilities
	If successful, it can be a continuous revenue source	Can be in conflict with the mission and values	
	Strengthen the fundraising positions, as it provides an financial base often needed in grant-seeking	Cost recovery components may exclude the once most in need of the service	
		Can crowd-out non-profit donations (either as a result of reduced efforts in fundraising, or diminished interest of potential donors)	

Appendix C: Useful Resources

Public and Private Funding

Denmark

Diaspora Project Support: project under DRC's Diaspora Programme providing financial and technical support to diaspora-led projects implemented in Somalia and Afghanistan and building evidence-based knowledge of the value of diaspora engagement in countries of origin. Link: https://drc.ngo/our-work/what-we-do/civil-society-engagement/diaspora-programme/diaspora-project-support-dips/

Civil Society in Development: CISU supports Danish organizations' work, both nationally and globally, for a just and sustainable world. It builds capacity, fosters mutual learning and new thinking, and strengths popular participation in development cooperation; it manages public funds. Link: https://www.cisu.dk/about-cisu-1

Danish Youth Council: involved with youth and children groups, distributes necessary funds to youth organizations. Link: https://en.duf.dk/about-duf/

France

L'Association Française des Fundraisers: is an association that brings together fundraising professionals from all sectors of general interest from social and humanitarian action, to higher education, including research, culture. or the environment.
Link: https://www.fundraisers.fr

French Development Agency: The Agence Française de Développement (AFD) is a public institution that implements France's policy in the areas of development and international solidarity. The agency funds projects focusing on climate, biodiversity, peace, education, urban development, health and governance. Link: https://www.afd.fr/en

Le Forum des Organizations de Solidarité Internationale issues des Migrations (FORIM): FORIM is a national platform that brings together migrant networks, federations and organizations engaged in integration actions in France and in development actions in the countries of origin. It has a support programme for projects of organizations of immigrant origin finance micro-projects in their countries of origin Link: https://forim.net

Germany

BAMF: provides structural funds for migrant organizations to strengthen their role and participation in promoting migrant incorporation and social cohesion.
Link: https://www.bamf.de/EN/Startseite/startseite_node.html

CIM: Within the Diaspora cooperation component migrant organizations can apply for financial support for implementing projects in their countries of origin. Link: https://www.cimonline.de/en/html/index.html

BENGO: advises German non-governmental organizations on all issues relating to the funding of foreign projects by the BMZ.
Link: www.bengo.engagement-global.de

AWO: The Arbeiterwohlfahrt is one of the six leading voluntary associations in Germany. Link: https://www.awo.org

Caritas: confederation of over 160 members who are working at the grassroots in almost every country of the world.
Link: https://www.caritas-germany.org

Norway

Norad: Norwegian Agency for Development Cooperation, a directorate under the Norwegian Ministry of Foreign Affairs. Norad grants funding to organizations within civil society, research, higher education and private sector development that work with partners in poor countries. Link: https://www.norad.no/en/front/funding/

The Active Citizens Fund 2014-2021: With funding from Norway, Iceland and Lichtenstein, the aim the program is to build the capacity of the civil society sector to promote inclusion, democracy and active participation. It requires Norwegian organizations to engage in partnerships with their counterparts in 15 European countries.
Link: https://activecitizensfund.no/the-active-citizens-fund-2014-2021/

Sweden

The Swedish International Development Cooperation Agency (SIDA): Sweden's government agency for development cooperation. Collaborate with actors from civil society and universities as well as the public and private sector.
Link: https://www.sida.se/English/

Diakonia: Diakonia is a faith-based Swedish development organization that promotes human rights, democracy, social and economic justice, gender equality and justice. The organization supports and works with around 400 local partner organizations in 25 countries. They also provide funding for advocacy groups. Link: https://www.diakonia.se/en/

United Kingdom

Common Ground Initiative: provides funds for migrant organizations that work to bring about substantial changes in disadvantaged African communities. Applicants can apply to one of Comic Relief's six existing grants programmes, or to the health, education or enterprise and employment programmes that have been developed specifically for this initiative of Comic Relief (https://www.comicrelief.com/news) and Foreign, Commonwealth and Development Office (previously known as Department for International Development). Link: www.fundsforngos.org/dfid-2/common-ground-initiative/

Disability Rights Fund: is a grantmaking collaborative between donors and the global disability rights community that empowers persons with disabilities to advocate for equal rights and full participation in society.
Link: https://disabilityrightsfund.org/about/

Global Innovation Fund: is a non-profit innovation fund that invests in the development, rigorous testing, and scaling of innovations targeted at improving the lives of the world's poorest people. Link: https://www.globalinnovation.fund

Green Hall Foundation: The objective of the Green Hall Foundation is to sustainably improve lives: among the sick, the elderly, the disabled and the disadvantaged particularly in the UK. Overseas projects are also supported provided that the applicant charity is registered in the UK. Link: https://greenhallfoundation.org/history-aims-of-foundation/

UK Aid Direct Fund: based in the UK and overseas, to achieve sustained poverty reduction and to achieve the United Nations' Global Goals Link: https://www.ukaiddirect.org

European and international funding

CIVICUS Solidarity Fund: CIVICUS is a global alliance of civil society organizations and activists dedicated to strengthening citizen action and civil society throughout the world. Link: https://www.civicus.org/index.php/what-we-do/defend/solidarity-fund

Creating Hope in Conflict: a partnership of the U.S. Agency for International Development (USAID), the U.K. Foreign, Commonwealth & Development Office (FCDO), the Ministry of Foreign Affairs of the Netherlands, with support from Grand Challenges Canada providing help to humanitarian actors in conflict settings.
Link: https://humanitariangrandchallenge.org/about/

Devex: an internationally recognized media and recruitment platform for the global development community. They are one of the largest providers of recruiting and business development services, with the aim of bringing aid and development to the people who need it. Link: https://www.devex.com

ECHO: European Commission's department dealing with humanitarian aid and civil protection. NGOs can apply for funding for projects in these areas. Link: https://ec.europa.eu/echo/funding-evaluations/funding-for-humanitarian-aid_en

EEA grants: The Grants are composed of two funding schemes – the EEA Grants and the Norway Grants. The main difference between the two lies in where the funding comes from and which countries receive the funding. They fund a large variety of projects in Europe. Link: https://eeagrants.org

Europe for Citizens: The aim of the Europe for Citizens Programme is to contribute to citizens' understanding of the EU, its history and diversity and to encourage the democratic participation of citizens at EU level. Public bodies or non-profit organizations with a legal personality can apply. Link: https://eacea.ec.europa.eu/europe-for-citizens_en

European Solidarity Corps: the new European Union initiative which creates opportunities for young people to volunteer or work in projects in their own country or abroad that benefit communities and people around Europe. Link: https://eacea.ec.europa.eu/sites/european-solidarity-corps/funding_en

European Union funds: European Union provides funding in diverse areas. Various actors can apply for funding, such as civil society organizations, youth organizations and non-governmental organizations. Link: www.europa.eu/european-union/about-eu/funding-grants_en

EU International Cooperation and Development (DEVCO): NGOs can get funding under most of the thematic or regional programmes managed by this department of the European Commission. Link: https://ec.europa.eu/international-partnerships/funding_en

Global Fund for Women: Global Fund for Women is the leading funder of gender justice organizations, initiatives and movements worldwide. It provides funding for local women's rights organizations, initiatives and movements worldwide. Link: https://www.globalfundforwomen.org/

Humanitarian Innovation Fund (HIF): The Humanitarian Innovation Fund (HIF), managed by ELRHA, supports organizations and individuals to identify, nurture and share innovative and scalable solutions to the challenges facing effective humanitarian assistance. Link: https://www.elrha.org/news/hif-call-for-proposals/

Multi-Partner Trust Fund Office: The Multi-Partner Trust Fund Office is a UN center of expertise on pooled financing mechanisms. It supports development effectiveness and UN coordination through the efficient, accountable and transparent design and administration of innovative pooled financing mechanisms. Link: www.mptf.undp.org

Open Society Foundations: The world's largest private funder of independent groups working for justice, democratic governance, and human rights. Provides thousands of grants every year through a network of national and regional foundations and offices. Link: www.opensocietyfoundations.org/

EU Global Diaspora Facility: The Capacity Development Lab (CDL) of the EU Global Diaspora Facility aims to equip diaspora organizations in Europe, partner countries and regional organizations with skills, tools and knowledge, empowering them to, ultimately, foster diaspora engagement. Link: https://diasporafordevelopment.eu/

Useful links and resources

Bitrix24: a collaboration platform that provides a complete suite of social collaboration, communication, and management tools for your business team. It gives a unified platform for the users' files, projects, messages, tasks, and contacts. Link: https://www.bitrix24.com

Donorsearch.net: aims to provide more accurate, more comprehensive, more actionable data to help nonprofits of all types achieve better fundraising and outreach results. Using information from dozens of databases, DonorSearch uses proprietary algorithms to help clients find the best philanthropic prospects. Link: https://donorsearch.net

Funds For NGOs: provide a lot of information considering possible funding opportunities, for example, lists of available grants and funding schemes which are regularly updated. They also offer helpful guides on fundraising for NGOs. Link: www2.fundsforngos.org

Nonprofitsource.com: An online platform offering a selection of online courses and programs, created for individuals at all levels in their nonprofit career. Nonprofit Source provides consulting, strategic planning, curriculum development, and board training services to nonprofits small and large. Link: www.nonprofitsource.com/

Sphere-project: a worldwide community which brings together and empowers practitioners to improve the quality and accountability of humanitarian assistance. The Sphere Handbook (available on their website), is one of the most widely known sets of principles in humanitarian response. Link: https://spherestandards.org

Triple-Funds: an online platform offering grant databases, donor databases, live and recorded webinars and resource guides with advice on how to secure grants. Link: https://triple-funds.com

US Small Grants: an e-government initiative operating under the governance of the Office of Management and Budget. It aims to provide a common website for federal agencies to post discretionary funding opportunities and for grantees to find and apply to them. Link: www.grants.gov

Fundraising toolkits and guidance

Ania, A. & Charlesworth, C. (2015). Crowdfunding Guide for Nonprofits, Charities and Social Impact Projects. Hivewire & Center for Social Innovation. www.socialinnovation.org/wp-content/uploads/2016/08/CSI_HiveWire_Crowdfunding_Guide-2015-1.pdf

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Notes

DRC DANISH REFUGEE COUNCIL

Danish Refugee Council is a leading, international humanitarian displacement organization, supporting refugees and internally displaced persons during displacement, in exile, when settling and integrating in a new place or upon return. We provide protection and life-saving humanitarian assistance. We support displaced persons in becoming self-reliant and included into hosting societies - and we work with communities, civil society and responsible authorities to promote protection of rights and peaceful coexistence.

The aim of the DRC's Diaspora Programme is to support the constructive role of diaspora as transnational civil society actors that seek to contribute to relevant protection and solutions outcomes for people affected by conflict and displacement – in the diaspora's former home countries, for those on the move, and for those settling in third countries.

Contact: diaspora@drc.ngo
Website: www.drc.ngo/diaspora

Maastricht University's Graduate School of Governance (MGSoG)/United Nations University-MERIT (UNU-MERIT) is a higher-education institute that leads the way in operational, policy-relevant studies and evaluations. Its focus is on preparing robust evidence to support more informed and responsive policy across different thematic domains, including migration.