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# Diversification of Chapter funding



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# Internet Society – Types of Funding

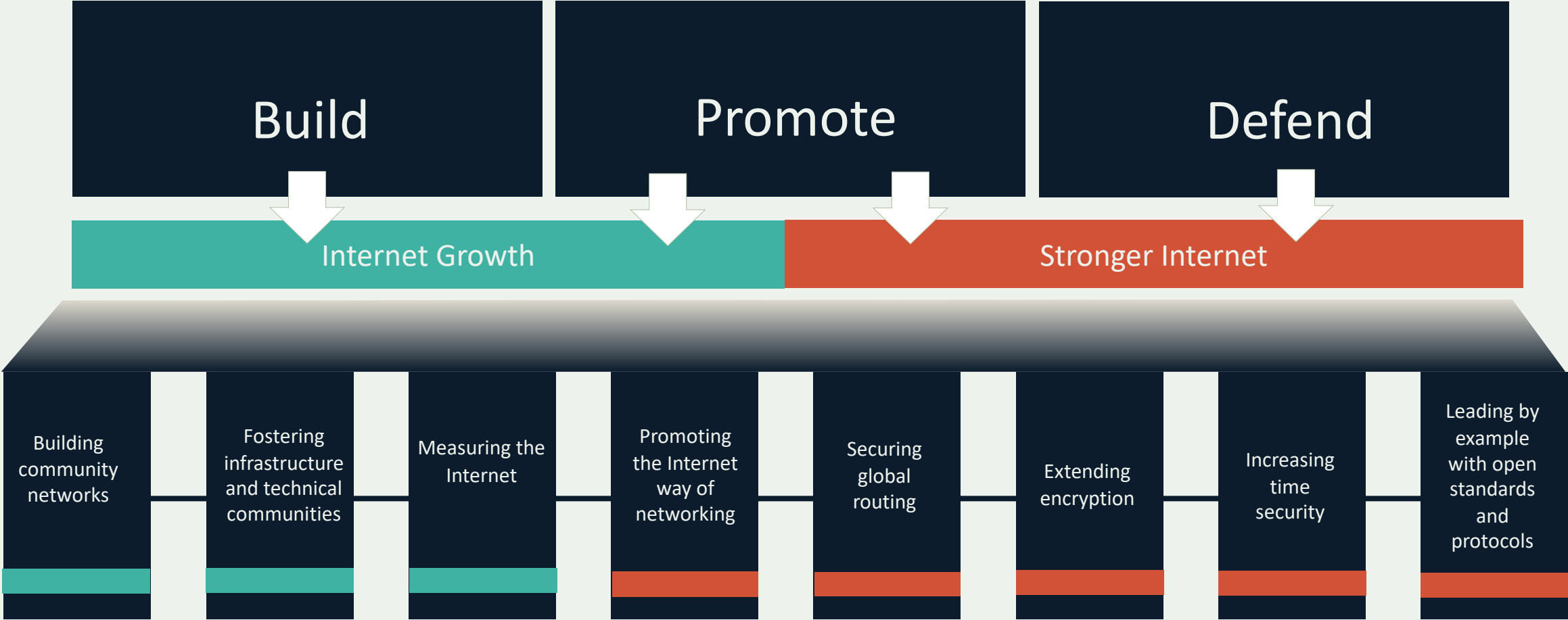
## Current Funding Streams



## Future Funding Streams



# Funding is used to help support our project work and activities



Working for an open, globally-connected, secure, and trustworthy Internet for everyone.

# Share Success Stories

An opportunity for the Chapters to share their Fundraising success stories

1 Financial

2 Gift in Kind



# Discussion Points

- 1 What activities are you planning for 2021? What is your overall goal for the year?
- 2 What are the reasons for these activities?
- 3 What activities do you need funding for?
- 4 What impact will additional funding have on your country and your chapter?
- 5 What activities, if any, have you raised revenue for previously?
- 6 What non-financial support have you sought previously and what impact did this have on your chapter/country and/or the work you do?



# Fundraising Success Fundamentals

1

Plan activities in advance

5

What Gift in Kind activities can you collaborate with partners on?

E.g. webpage design

2

Know how much funding you need

6

Cultivation and Stewardship

Keep stakeholders updated on what the Chapter is doing

3

Know what you need funding for

7

Keep hold of donors

It is easier to retain an existing donor than to find a new one

4

Who can you reach out to for funding and support and what can your chapter offer in return?

8

Good Communications Plan

Tell people what you are doing

