



***GUIDELINES
FOR
ALBANIAN
NOT-FOR-PROFIT
ORGANIZATIONS***



WWW.GLOBALALBANIANS.ORG

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GAF GUIDELINES FOR ALBANIAN NGO FUNDRAISING

January 20, 2021

Introduction/Overview

The Global Albanians Foundation (GAF) was founded to help Albanian not-for-profit organizations raise money for their organizations and projects. That's what we do. We want you to reach Albanians and Albanophiles everywhere in the world to support your efforts and realize your dreams. We will help you do this via online fundraising and crowdfunding.

Using the GAF platform we think that many Albanian organizations can each raise thousands of dollars from hundreds of small and medium-size donors. We primarily use Facebook and the GAF web-site. Facebook is a powerful platform for publicly raising money since everyone can see how much has been raised and who has donated, and our web-site is available for those who prefer to not donate via Facebook.

The most important thing though is you have to reach out as widely as possible to the Global Albanian Community. You have to promote and market your organization and its work using the GAF, Facebook, and other social media platforms. Donors are not going to come to you -- you have to go to them.

Getting your Fundraiser Approved

1. The first step in this process is applying to use the [GAF Platform](#);
2. If your fundraiser is approved you will then be asked to sign a contract;
3. Any questions you may have regarding this process can be addressed to grants@globalalbanians.org.

Setting up Your Fundraiser

1. After your fundraiser is approved you can [set it up on Facebook](#) and the GAF will also post it on its website and Facebook page.
2. Someone from your organization must create the Facebook Fundraiser, the GAF will not do this for you, but we will help to promote your Fundraiser -- be sure to have at least two persons (Staff, Board Members) listed as organizers of the fundraiser because a successful fundraiser can not be done by one person.
3. Set a realistic financial goal -- in general, it is better to start with a modest financial goal that you can increase gradually as financial goals are reached.
4. Most fundraisers last for a period of 2-3 weeks, but this is up to the organization in consultation with the GAF.
5. Make sure that your fundraiser is appealing to people who might be using laptops or desktop computers, but also to people who primarily use mobile devices, too, since donations are increasingly made on mobile devices.

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Your Fundraiser Message

1. Write a short and clear message about your cause that appeals to the hearts and minds of potential donors so that they will understand what your organization does in 20-30 seconds -- your opening post should be in both English and Albanian and not more than 200 words.
2. Make sure that your Fundraiser is action-oriented and focused on a specific activity, program, or project that your organization plans to do, and not just general fundraising for your organization.
3. Make sure your opening post is not overly specific and reflects the general theme of what your organization does -- for example, do not post about one person or event -- be more specific and personal messages can be posted in later fundraiser updates.
4. Use a photo or image that shows your organization's work, and which is positive and powerful and will make people want to donate.
5. Consider an infographic image that combines text and design images to create a more powerful visual experience.

Promoting Your Fundraiser

1. Be sure to share your Fundraiser widely -- research and identify individuals, groups, and organizations that you think would be interested in your fundraiser, share it with relevant Facebook Pages and Groups, ask your friends and colleagues to share it -- tap into the power of social media by sharing and resharing on different platforms.
2. Invite people to directly donate to your Fundraiser -- especially those people that you think are most likely to donate -- and ask them to share your fundraiser and invite others.
3. Post frequently in your fundraiser and about your fundraiser -- you don't have to post every day, but every 2-3 days you need to send updates and ask others to also help you with that -- it helps when many different people are posting in the fundraiser and not just one person
4. Share success stories of the work you do during your fundraising campaign that are personal and moving -- these stories will help you reach potential donors and personalize what your organization does by making emotional connections to donors.
5. Ask friends, employees, and board members of your organizations to promote your campaign by sharing videos, photos, and articles that you can share during the campaign.

6. Promote and market your fundraiser in many different ways and do not rely solely on Facebook, and use whatever forms of social media you think work best for you -- Texts, Email, Newsletters, Twitter, Instagram, LinkedIn.
7. If you receive other external or large donations for your project, make it public because it helps you raise more money when people see that other individuals or organizations are giving to you.
8. Finally, be aware that often many donations come at the beginning and end of fundraisers so promote your fundraiser a bit more at those stages.

Engaging Your Donors

1. Throughout your campaign, thank your donors, like their donations, and engage with them since they will be your future donors, too. Donors prefer and expect gratitude from the organization for their contribution so you need to reinforce this.
2. After the campaign is finished, make sure you thank and express gratitude to the donors who supported you -- thank them as a group and individually, and remind them how much money was raised and how it will be used.
3. Advise your donors who do not use Facebook or cannot donate there that they may [donate at this link using paypal](#) -- however, they must also email you a copy of their receipt.
4. If you wish to use other donation platforms in addition to Facebook and the GAF web-site discuss it with us and we can explore the possibilities together.
5. Donors feel more secure and inspired when they have access to information. Make sure you publish the amount you gathered from the campaign on your website, thus being a transparent organization; -- keep them informed about your activities and how their donations were used via email, newsletters, your website, and social media.

Additional Reading Material

[Five Tips For Facebook Fundraising Success](#)
[How Nonprofits Can Use Crowdfunding](#)
[Online Fundraising Guide](#)