

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



WWW.GLOBALALBANIANS.ORG



GLOBAL ALBANIANS FOUNDATION FUNDRAISING GUIDELINES FOR ALBANIAN NOT-FOR-PROFIT ORGANIZATIONS SEPTEMBER 1, 2026

Introduction/Overview

The Global Albanians Foundation (GAF) was founded in 2018 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 have primarily used Zeffy for fundraising since the end of 2022, whereas before that we primarily used Facebook.

The most important thing to remember 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 newsletters, messaging, and social media platforms. Donors are not going to come to you -- you have to go get them.

Getting your Fundraising Approved

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

Requirements for Fundraising Approval

Although GAF can exercise some discretion on a case-by-case basis for organizations, the following are required:

1. A functioning web-site that explains what your organization does, who are the key people, your mission and vision, and other details normally included on websites.



2. A minimum of 1,000 combined social media followers on Facebook, Instagram, Twitter, LinkedIn, TikTok, etc...
3. A minimum of 250 email addresses imported into your organization's Zeffy user profile for email and newsletter distribution.
4. You should familiarize yourself with the [slides and examples for fundraising](#) and using the GAF and Zeffy platforms that were presented on June 29, 2026.

These minimum requirements are set to ensure that you have a wide enough base to reach out to regarding your work and to request donations. The website is critical for your credibility, public reach, and ensuring that donors can read about your organization's work online when they need or want more details.

How to be an Effective Fundraiser

There are hundreds of approaches you can take to fundraising, and there are thousands of articles and videos online that provide guidance if you search. Again, you must understand that GAF is providing you with a platform to raise money, but you have to do 95-99% of the work as an organization to reach out to and convince people and businesses and other organizations to donate to your organization. It won't happen by magic. – it takes time, energy, and persistence.

With that said, here are some guidelines:

1. Fundraising is a marathon and not a sprint – be patient and take the long -run persepcgive to develop relationships with existing and potential donors – you shouldn't be discouraged if things don't work well right away since its a process
2. Social media is great, but it's not personal – getting people to donate requires personal messaging and newsletters via email, facebook and instagram messaging, WhatsApp broadcasting etc...
3. It is sometimes said that you have to ask 7 times to a donor before you can get a yes – this is the reality of fundraising and you have to have a high tolerance for rejection and be persistent.
4. Although it is important to appeal to the donor's sense of reason, most donations are done from the heart so your donation campaigns should focus on appealing to the heart and human emotions in words, photos, and videos.



5. The head of your organization (Executive Director and/or BoardChair) has to be engaged and leading fundraising efforts – it does not work if you just rely on some staff or colleagues to do it since the leader of a smaller organization is the face of it and needs to be a champion of fundraising and engaged in it.
6. Set realistic financial goals since it is better to start with a modest financial goal that you can increase gradually as financial goals are reached – you can't start with \$100,000 goals (something like \$5,000-\$10,000 is a more reasonable starting point).
7. Nothing is permanent when you are trying to reach donors – you can create new campaigns and/or edit existing ones and there is no set timetable.

Setting up Your Website Donation Button and Specific Fundraising Campaigns

1. After your fundraising is approved you should first create a donate button on your website – you do this by creating a Zeffy donation form, but leaving the fundraising goal blank and not listing donors as is typical for general donation pages/buttons.
2. After your donation page is created in Zeffy you can then [embed your donation page and/or donation link on your web-site](#) – keep in mind that all donations are made in dollars and can be made from anywhere in the world with Zeffy.
3. Fundraising campaigns are different from your website donation button – the website donation button is for donors to give to your organization, but campaigns are for donors to give to specific projects you want to finance.
4. There are two types of donation campaigns you can create in Zeffy – a [standard donation campaign](#) and a [peer-to-peer fundraising campaign](#) where individuals and/or teams raise money for your organization.
5. Peer-to-peer fundraising works effectively if you have someone who is well known or has a wide range of contacts who wants to fundraise for you.

Your Fundraising Campaign 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



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 or short video up to one minute long that shows your organization's work, and which is positive and powerful and will make people want to donate.
5. Consider infographic images that combine text and design images to create a more powerful visual experience.
6. You can use English or Albanian or both languages for fundraising -- this depends on your audience and target donors -- one approach is to have the fundraiser in both languages, and at the top tell people to scroll down to their preferred language.
7. Before you launch a campaign have a few colleagues and friends review it for clarity and presentation -- this better ensures that your fundraiser is high quality before launching.
8. Before you publicly launch your fundraiser, get a few friends and colleagues to donate first -- a fundraiser with zero donations does not attract people so you need to start with people you know well first before soliciting donations more widely.

Promoting Your Fundraising -- How Often Should you Ask for Donations

1. There is no one size fits all for fundraising -- some campaigns are more long-term with no set timetable, and can be done more gradually, whereas some are event specific and need to be completed in 1-2 months and require more frequent and sometimes aggressive donor solicitation
2. With that said, promote and market your fundraiser in many different ways and do not rely solely on 1-2 forms of social media -- use whatever forms of social media you think work best for you -- Texts, Email, Newsletters, Twitter, Instagram, LinkedIn.
3. 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.

4. 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 since fundraising often works best in smaller groups of people who know each other.
5. 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.
6. 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.
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.

Staying Engaged with Your Donors

1. Throughout your fundraising and engage with your donors since many of them will be your future donors, too. Donors prefer and expect gratitude from the organization for their contribution so you need to reinforce this through updates and sometimes more personal messages, too.
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. 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.

Memberships as a Form of Fundraising



Many organizations use memberships to both promote engagement and fundraising. It does not work for all organizations, and you need to decide if it does or not for your organization, and what you would offer in exchange for memberships. However, one advantage of memberships is that they can be set up in Zeffy as recurring automatic annual donations that continue until the member/donor stops them. For example, you can create a group called “Friends of Organization X” and ask people to pay a \$50 or \$100 annual fee. The instructions for [how to create a membership form in Zeffy are here](#).

Some Suggestions for Email and Newsletters

1. You may already have an email list that you use and/or an email management system like Mailchimp or Constant Contact
2. The advantage of Zeffy over the above is there is no cost, virtually no limit on the number of email addresses, and you can design a nice template for more attractive newsletters and messaging as you wish.
3. The guidelines for [creating and sending newsletters in Zeffy are here](#), and based on experience it is good if more than one person knows how to do this in your organizations.
4. To import your database into Zeffy it is pretty straightforward and the [instructions are here](#) – if you have trouble with importing contacts, let us know.
5. In terms of the substance of your newsletter, here are some facts:
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 - People average 51 seconds on newsletters, so you can not bombard them with too much information that will turn them off from reading.
 - The No. 1 advice email newsletter subscribers have for senders is to keep it short – some say 200 words or 20 lines, and others 400-600 words.
 - Do not have tons of images and logos – keep it clean with 1-2 impactful images to attract the reader and not distract them.
 - The average person is reading on their phone and either doesn’t have time to read an email where they have to scroll a lot.
 - Your goal is to make your emails and newsletter short and sweet and clear but provide enough content to get your reader to click on your call to action or donate button.
 - You can do your newsletters in one or two languages as you prefer.



- Make sure your newsletter and fundraiser are appealing to people who might be using laptops or desktops, but also to people who primarily use mobile devices, too, since donations are increasingly made on mobile devices.

Some Concluding Remarks

There are no “formulas” for fundraising since every organization and campaign is different. What you have above are **only guidelines**, but you have to adapt them to your organization’s reality. Don’t be afraid to experiment with new ideas like using AI or suggesting new ideas of your own to GAF and other partner organizations. Nobody has all of the answers. Perhaps we will have quarterly meetings for all of us to brainstorm together, too.. In the end, only you can effectively raise money for your organization – you can not rely on GAF for that since our role is more to provide the platform.