

# Breaking into New Donors for Small & Medium Sized NGOs

---

22nd April 2024



# About us





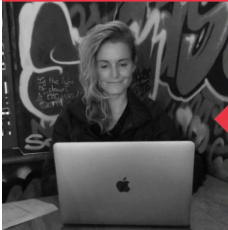

- ✓ We build **better non-profit organisations**. We secure funds, develop smarter strategies and build higher performing agencies.
- ✓ A social enterprise with many services subsidised. Training is already free for partners.



## Christian Meyer zu Natrup

Managing Director

[chris@mzninternational.com](mailto:chris@mzninternational.com)

 <p><b>Christian Meyer zu Natrup</b> Managing Director</p>	 <p><b>Hande Akpınar</b> Consultant</p>
 <p><b>Smriti Mishra</b> Analyst</p>	 <p><b>Ellie Kiely</b> Innovation &amp; Thought Leadership Content Creator</p>
 <p><b>Juliette Ball</b> Digital Marketer</p>	 <p><b>Nicole Jennings</b> Training Coordinator</p>

# Breaking into new donors

1. Research: What makes an NGO financially sustainable?
2. The difficulties of breaking into new donors.
3. Success & Fail study from MzN partners in 2022/23.



Note: We here refer as donors as substantial philanthropic or institutional donors, not individual giving

# What makes an NGO financially sustainable?

## MzN research since 2018

1. Based on working with a large number of NGOs and social enterprise since 2011
2. Data from consenting, anonymised, past and present clients and analysis based on publicly available data since 2011

# What makes an NGO financially sustainable?

## Key learning points from our research

1. Organisations with around 30% unrestricted income (UR) are four times less likely to fall into financial distress than those that have lower UR rates.
2. NGOs that manage to grow
  - a. mature (in value) approx. 15% of their donors every year, and
  - b. **add at least two new ones per year** (regardless of size).
3. NGOs that grow invest substantially into Business Development consistently.
4. Practice good key account management with a small number of high value funding partners.

# Breaking into new donors

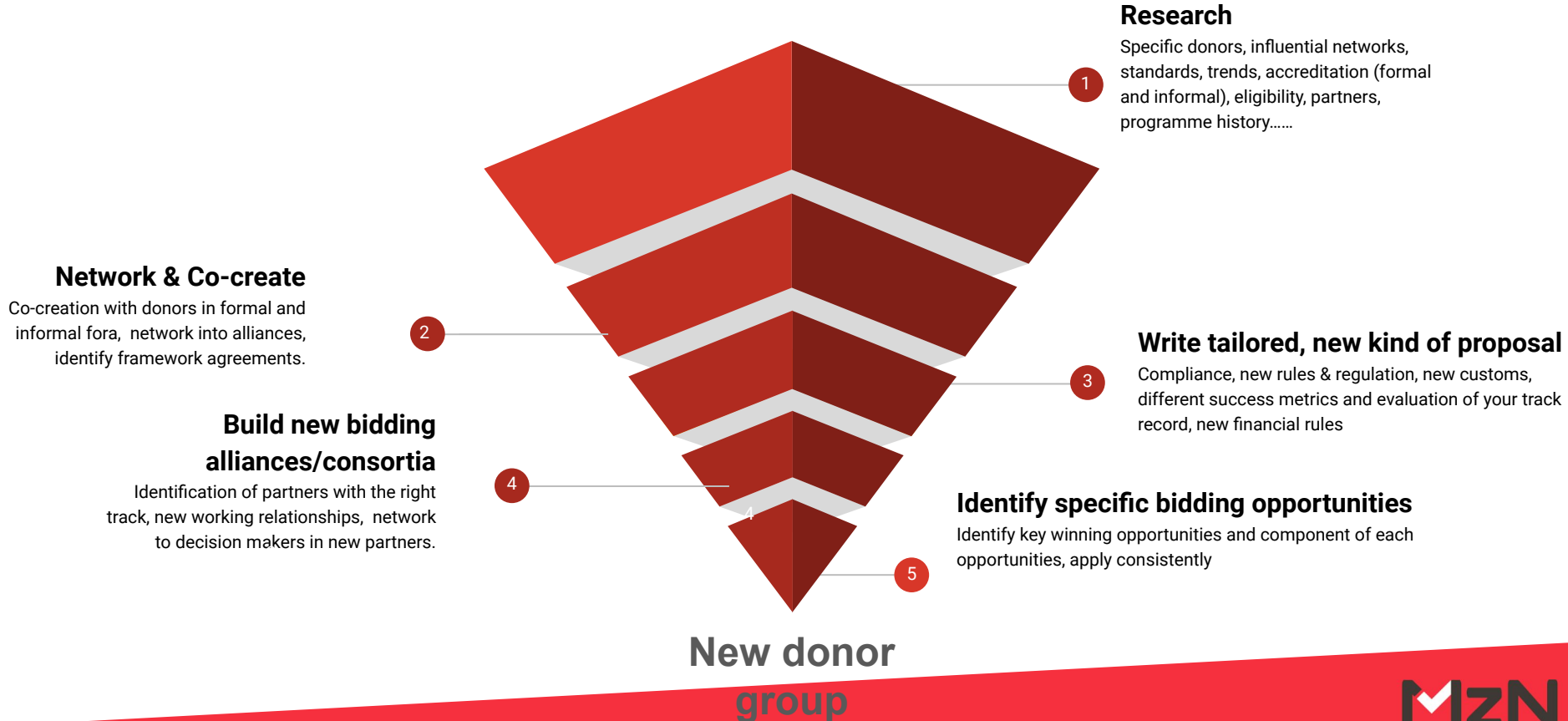


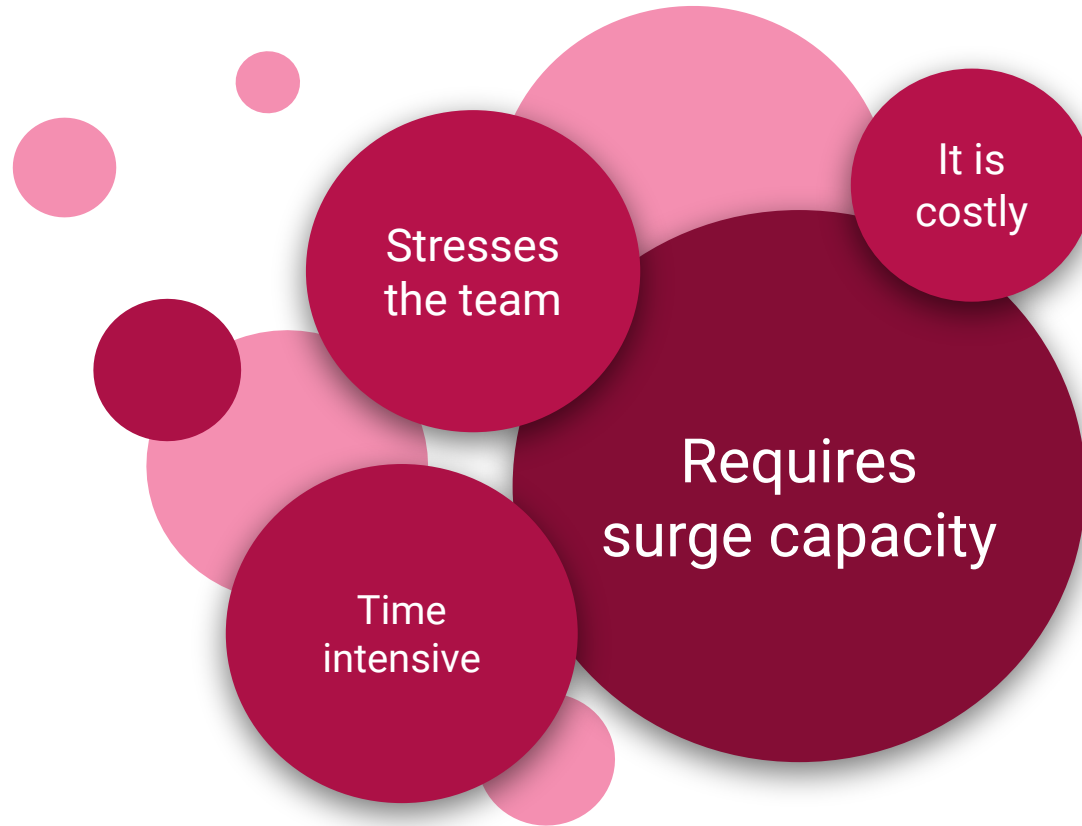
1. Research: What makes an NGO financially sustainable?
2. **The difficulties of breaking into new donors.**
3. Success & Fail study from MzN partners in 2022/23.



Note: We here refer as donors as substantial philanthropic or institutional donors, not individual giving

# Not an easy feat



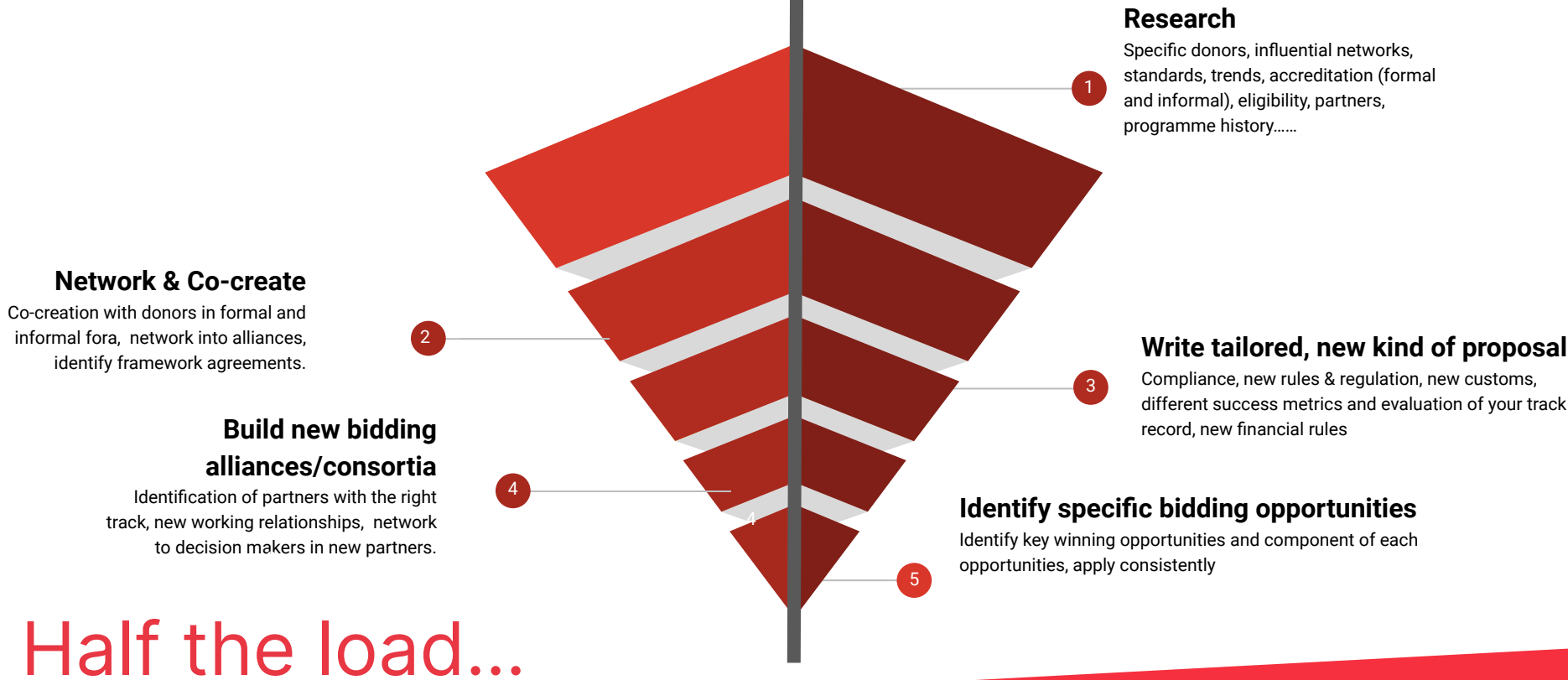


It usually feels overwhelming & daunting



# Things **you** need to do

# Things you **can** get help with



# Half the load...

**New donor group**

# Breaking into new donors

1. Research: What makes an NGO financially sustainable?
2. **The difficulties of breaking into new donors.**
3. Success & Fail study from MzN partners in 2022/23.



Note: We here refer as donors as substantial philanthropic or institutional donors, not individual giving

# Examples from our partner

## Success

### **US Mid-size development NGO entry into EU market**

1. High ambition to reach 20% of revenue from EU, but realistic 5 year game-plan
2. Six month research phase laid a good basis at targeted funds & donors
3. Low intensity, consistent commitment
4. Outsourced large parts of Research, Bid Identification, focus on training
5. Network & Alliance building 100% inhouse, with regular handovers and new CRM
6. Board approval and annual updates were important and mostly in person

# Examples from our partner

## Fail

### **London based, mid-sized NGO entry into UN and EU**

1. Ambition to reach 40% of revenue over three years to gain board approval of investments
2. Bids sent in without prior research, some were not eligible
3. Frequent burst of high activity, no consistency
4. Outsourced Bid Identification, no training
5. No visible Network & Alliance
6. Total of GDP125k+ spend without major win

# BRAND NEW Online Training Courses



## Write Winning Proposals

In this course you will learn how to write, manage, and negotiate a winning proposal. You will improve your proposal writing skills through exercises on real proposals, case-studies from the world's leading donors and learn together in small groups.

This course is tailored to empower NGOs like yours with the following skills: crafting winning proposals, mastering proposal management and budgeting, negotiating to secure grants and donor contracts, engaging in real-world exercises and case studies and collaborating effectively in small groups.



## Building Sustainable Income and Financial Reserves

This course covers all key principles of sustaining funding for non-profit organizations. You will explore the appropriateness of various income sources for different organizational needs, and learn to strategically set targets to achieve a well-balanced income portfolio. You will discover strategies for covering administrative costs, mix income streams, effectively find unrestricted funding, and build sustained financial success by engaging stakeholders differently.

<https://mzninternational.com/mzn-training/online-training/>

# Training Courses



## Write Winning Proposals

In this course you will learn how to write, manage and negotiate a winning proposal. You will improve your proposal writing skills through exercises on real proposals, case-studies from the world's leading donors and learn together in small groups. Before and after the course, you can benefit from our online learning offers.



## Grants & Beyond; Diversifying Income & Building Reserves

Successful NGOs need the right funding mix to create impact and build a better world. But with donor funds severely restricted, and constantly changing priorities and demands, the key question is how can we build a financially sustainable NGO?

<https://mzninternational.com/training-courses/>



## Getting Project Budgeting & Reporting Right

The budget is the most frequent reason why proposals fail to win funds. And many projects are limiting their impact due to budget management issues. Let's fix that!

# Stay in touch!

We are here to make doing good better. We help non-profit organisations secure more funding, drive innovation and develop smarter strategies.

By 2030, most of our services to NGOs will be free of charge or subsidised. Training already is.

**Christian Meyer zu Natrup**

Chris@mzninternational.com

New blog, podcast and upcoming events [www.mzninternational.com](http://www.mzninternational.com)

Upcoming webinars: [mzninternational.com/mzn-insights/#webinars](https://mzninternational.com/mzn-insights/#webinars)

## 2024 WEBINAR SERIES

### GETTING YOUR FUNDING STRATEGY RIGHT

During this session, we will explore why a funding strategy is crucial for your organisation's financial sustainability and how it will help you with effective fundraising. We will take you through the various elements of a funding strategy and provide you with 10 steps on how to get to a funding strategy that works for you.

**DATE**  
8 MAY 2024

**TIME**  
3 - 4 PM CET  
9 - 10 AM EST

[REGISTER NOW](https://mzninternational.com/mzn-insights/#webinars)

[mzninternational.com/mzn-insights/#\\_webinars](https://mzninternational.com/mzn-insights/#_webinars)

**MzN**  
International







**Thank you for listening.**

**Any Questions?**

