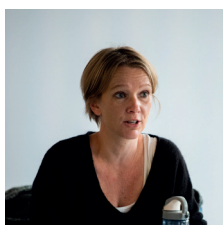


APO NETWORKING IV. 2021

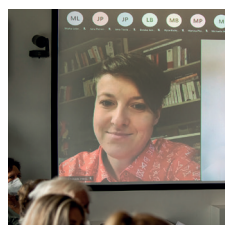
SMART FUNDRAISING



On Friday 15th November, the fourth APO Networking for the patient organizations involved in APO was held. The topic was "Smart fundraising". Four representatives of patient organizations had prepared presentations and shared their experience of fundraising activities with us, demonstrating that it can be done even without the fundraiser. The participation in the session was in person as well as online (because of covid-19 restrictions at that time). The participants were taken through the whole event by an experienced moderator Mrs. Vanda Kofroňová.



Magda Hrudková,
Debra



Micha Lebeda,
Endo Talks



Camelia Isaic,
HAE Junior



Petra Němcová, Tereza Koucká,
Alsa

Recommendations from the presentations and following discussion:

Strategic and financial planning – first plan activities and development of the organization and then determine the financial plan, i.e. know what I will do, what personnel or material resources I will have to use and how much money I will need for it.

Credibility – do not distort facts, always keep your promise. Rely on your intuition and learn from your mistakes. Networking and collaboration represent a half of fundraising.

Income diversification

- Seek support also outside the usual scope of donors / supporters of patient organizations
- Use pro bono services (e.g. translators, lawyers, IT specialists, PR agencies, small manufacturers etc.)
- Search supporters through organization members as well

Strengthen long-term relationship with partners and donors

Don't forget to thank the donors



“ I wanted to thank you for a fantastic event. Despite the fact that I had to leave earlier, it was really inspiring for me and I appreciate the openness of all of those who shared their experience. Thanks again. ”

“ It was extremely informative and meritorious. The fact that organizations can consult each other these days instead of considering each other competitors is a great progress. ”

“ Thank you for inviting me today, the event was a great success :) ”

“ This time it was really so interesting, and of such high quality presentations... ”