

Name of the organization- Spectra Organization

Fundraising strategy of the organization: -

- ✓ We have core team who strongly working for fundraising. We prepare concept note and on the basis of action plan we prepare budget also, after that we submit this concept note to all the donors and for approaching new donor, we send them email along with our profile, so that they can contact us. We prepare grant proposals for raising the fund.
- ✓ We have a strong team of liaison officers who regularly work on liaising with the donors.
- ✓ We follow a calendar for raising the fund from individual donor, especially during the festive season like Holi, Diwali etc.
- ✓ Also, we approach donor during a particular time according to their calendar, like every year we follow Daan Utsav by Give India.
- ✓ We approach corporates for their CSR fund.
- ✓ We use crowd funding as a tool of fund raising from large of people.
- ✓ We organize campaign for fund raising at the different corporate houses.
- ✓ We do online marketing for our artisan's products on the special events so that we can raise the fund.
- ✓ We establish corporate partnership for fund raising.
- ✓ Special events are a major source of funds for our organizations. The events themselves bring in money, and can also attract the attention of individuals who many donate additional funds or volunteer their time and talents to the organization. There are many kinds of special events, including galas, cook-offs, sporting events, charity auctions, and more. There are many ideas for special event fundraising. It's important to choose an event that will attract attendees and follow best practices for marketing a charity event.
- ✓ We do have the donation page in our website so that anyone can visit this and they can donate also.

Small Donors	Medium Donors	Major Donors
Crowd funding	Event Donations	Corporate grants
Online Marketing for our artisans' products	Social events donations	In-kind donations
Donation through donation page like website	Donation through donation page like website	Event donations
Donation through calender	Donation through calender	Private/Community foundation grants
Donation through campaigning	Donation through campaigning	Grant Proposal

Grant Proposal

corporate Partnership

Special Events

Crowdfunding

Donation Page on Website/App

Fundraising Campaigning