Niños de Guatemala NL
Strategy 2020

Fundraising, events and community building

Ola & Elsbeth, December 2019
Focusproject
2020:
Skills
For
Success
Why?

- All aspects that need funding fall under S4S
- Provides clarity and efficiency regarding our Fundraise-strategy
- In line with communication and focus of Guatemala
- Innovative and forward-thinking: therefore attractive for Dutch foundations and donors
- Takes education to another level
A set of five skills -directly linked to the mission of NDG- that will ensure our graduate students will have the necessary tools to succeed in life. The main objective of the initiative is to empower our students toward success. We define success as the ability to set plausible goals and achieve them. We believe that if our graduates are prepared with the 21st Century skills they are more likely to succeed in life. The five skills:

• Physical, mental and emotional health
• Language Skills in Spanish
• Language Skills in English
• Math and Science Skills
• Digital Citizenship Skills
How?

• **Funds raised in 2019**: € 175.000
• **Fundraising goal 2020**: €250.000

• **Organisation**: Setting up a database using Salesforce

• **Fundraising**: Focus for 2020 is to create ready-to-go S4S packages (presentations, photographs, budget, newsletters, reports, updates etc)

• **Food & Health higher priority**: together with GT we want to work towards the goal of 10Q per child per day by means of restricted funds

• **Guatemala**: Our focus on S4S will make collaboration and communication easier (campagnes and projects). Also, we want to keep you updated on what is happening here.
NDG Community NL

• NDG Fiesta (use events such as birthdays for donations)
• Social Media
• Volunteermanagement
• Events
• Venture philanthropy
Summary

Need to do’s:
- Salesforce
- Submit 175 proposals to achieve fundraising goals
- Relationship management current donors
- Existing events
- Build community & padrinos NL

Nice to do’s:
- Prospecttrip
- New events
- Social media