

Skills boost: Effective fundraising campaigns in times of crisis

Do you work with a large LGBTI organisation or as part of a grassroots group? Have you already launched several fundraising campaigns, or have you never done it before? Are asking yourself if you should do fundraising campaigns at all? If so, this Skills Boost is for you!

[News](#), [Strategic Communications](#)

All over the world, LGBTI organisations face a lack of resources, particularly funding that can be used for flexible needs. One of the ways to tackle this issue is to start (or to boost) your own fundraising campaign. At our new Skills Boost, ILGA-Europe's Partnerships Manager, Anna Shepherd will provide some tips and advice on where to start and walk you through good practices for effective fundraising campaigns targeted at individual donors. These practices are applicable to any campaign but particularly in times of crisis!

At the first session, on March 14th (Tuesday) – 16:00 CET – Anna will talk about effective fundraising campaigns, share the most effective tips and point to the things you need to think about before the launch of the campaign. At the end of the first session you will get a short exercise related to the work you are doing.

Register for the first session [here](#).

At the second session, on April 4th (Tuesday) – 16:00 CEST – Anna will provide individual feedback to every exercise [sent to svetlana@ilga-europe.org before March 30th] and will answer all the questions about individual fundraising, both in times of crises and during regular work.

Register for the second session [here](#).

Did you miss this session? Find the recording and some additional materials to look at below!

You might want to check other comms resources by ILGA Europe:

- Four questions to ask yourself before launching a crisis fundraising campaign (a blog post): <https://www.ilga-europe.org/blog/four-questions-to-ask-yourself-before-launching-a-crisis-fundraising-campaign/>
- LGBTI Fundraising Campaigns 101: The 5 crucial elements to raise funds effectively (a blog post): <https://www.ilga-europe.org/blog/lgbt-fundraising-campaigns-101/>

- It Shows that People Care', ILGA-Europe's guide to individual donor fundraising: <https://www.ilga-europe.org/report/it-shows-that-people-care/>
- Several cards on ILGA-Europe resource hub on different aspect of fundraising: <https://hub.ilga-europe.org/fundraising/>

Do you struggle with some specific communications challenge, and do not know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org