

Long-Term Fundraising and Sustainability Strategy

NGO Federation of Nepal (NFN)

NGO Federation of Nepal (NFN), as the largest civil society network in the country, must remain vibrant and proactive to effectively coordinate and lead civil society movements within Nepal and represent the Nepalese Civil Society in global forums. To fulfil this leadership role, NFN requires consistent resources to operate its secretariat, convene board meetings and assemblies, engage member organizations, and implement strategic initiatives and campaigns.

Recognizing this need, NFN has developed a **Long-Term Fundraising and Sustainability Strategy (2025–2027)** through a participatory process involving board members, secretariat staff, and member organizations. This strategy is a collective roadmap to ensure financial resilience, strengthen partnerships, and expand NFN's influence and impact.

As part of this strategy, NFN will establish structured **donor stewardship plans and practices**, which include **acknowledgment**, personalized, timely communication, recognition of donor contributions, **trust-building**, reporting, and meaningful involvement of donors in NFN-hosted events and impact visits. Long-term partnerships will be nurtured through trust-building, timely and transparent communication, and opportunities for shared learning and collaboration.

NFN aims to engage a broad spectrum of stakeholders, including government agencies, international development partners, UN bodies, bilateral institutions, foundations, private sector actors, and individual supporters, to diversify its funding base and build sustainable support.

To enhance its visibility and influence, NFN will also implement a **robust communication strategy** that positions the organization as a leading civil society voice in Nepal. This strategy will leverage storytelling, visual media, digital platforms, testimonials, and evidence-based advocacy content to connect with donors and audiences, promote NFN's work, and inspire ongoing support.

Strategic Foundation	
Strategic Planning	NFN has recently developed and adopted a 5-year, robust, multi-year strategic plan that will guide all resource mobilization efforts. This plan will include priority areas, targeted outcomes, and resource needs, ensuring fundraising supports sustainable programming.
VMGO Alignment & VMGO-Driven Fundraising	NFN’s fundraising efforts will be firmly grounded in its Vision, Mission, Goals, and Objectives (VMGO), recently reviewed and launched in early 2025. Every fundraising initiative will directly support the organizational purpose and long-term change it seeks to create. By ensuring fundraising is purpose-led, NFN will avoid donor dependency and align all proposals and campaigns with its core values and community needs.
Sustainability Plan	NFN has integrated financial sustainability in its core strategy by planning for long-term funding security, including reserve generation and risk mitigation measures.
Diversification of Funding Sources	NFN will reduce reliance on few or short-term funding sources by diversifying income streams, including institutional donors, membership contributions, private sector partnerships, government funding, foundations and social enterprise models along with the issue based individuals nationally and internationally.
Theory of Change Linkage	Fundraising efforts will be linked to NFN’s Theory of Change, which is articulated in its strategic plan, ensuring that resource mobilization

	supports measurable, transformative impacts and is appealing to results-oriented funders.
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Fundraising Streams	
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Membership Fees	NFN strengthens its members by encouraging regular renewals and increasing value-driven benefits to retain and grow membership contributions. NFN ensures the technical support to the members and develops the culture to contribute financially as a volunteer annually.
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Individual Giving	NFN will launch sustained giving campaigns targeting local and international individuals who align with NFN’s vision, mission, goal and objectives through regular and cause base donations, online appeals, and legacy giving.
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Major Donors and Strategic Funding	NFN will identify and build long-term relationships with high-net-worth foundations and philanthropists individuals and organizations who share NFN’s values and want to contribute to civil society strengthening in Nepal. NFN will also explore strategic long term funding partners for its institutional support.
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Government Funding	NFN will also engage with government entities for funding support for institutional development and projects that align with national development plans and SDG goals, including local government co-financing.
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CSR/Corporate Partnerships	NFN will build strategic partnerships with businesses committed to social responsibility. NFN will develop co-branded campaigns, in-kind support, and engagement opportunities.
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Institutional Development Partners	NFN will maintain and grow relationships with INGOs, UN bodies, bilateral and multilateral donors through strategic proposal development, co-creation, and thematic alignment.
Grants and Foundations	NFN will systematically apply for funding from national and international foundations aligned with NFN’s strategic objectives. NFN will maintain a potential donor database to track opportunities.
Crowdfunding	NFN will use online platforms to raise cause and project-specific funds with compelling stories, community videos, and impact narratives that emotionally connect with donors.
Social Enterprise	NFN will explore revenue-generating activities such as training, venue, equipment, consulting, or selling knowledge products (e.g., toolkits, research, publication), reinvesting profits in core programmes as social enterprises.
Fundraising Tools and Sustainability Strategies	
NFN Fundraising Calendar	NFN will develop and maintain a year-round fundraising calendar with key campaigns, proposal deadlines, submission schedules, and events to ensure systematic engagement.
Evidence/Data-Driven Fundraising	NFN will leverage programme data, impact stories, and community voices to develop compelling fundraising materials and proposals supported by evidence.
Monitoring and Evaluation (M&E)	NFN board and senior management will ensure continuous monitoring of fundraising outcomes and donor satisfaction to strengthen trust and improve strategies based on feedback and performance.

<p>Documentation and Branding</p>	<p>NFN will standardize high-quality documentation (e.g., annual reports, success stories, publication, audit, video, print documents) and consistent branding to build NFN’s visibility, credibility, and donor confidence.</p>
<p>Digital Fundraising Platforms</p>	<p>NFN will also utilize digital tools such as NFN’s website, email marketing, mobile apps, and social media for promotion, fundraising, campaign visibility, and donor interaction.</p>
<p>Strategic Partnerships</p>	<p>NFN forge alliances with like-minded organizations to co-apply for funds, co-create programmes, and share networks and resources for mutual growth.</p>
<p>Fundraising Team</p>	<p>NFN will establish a dedicated fundraising team within the secretariat with clear roles, responsibilities, and capacity-building plans for proposal writing, donor engagement, and strategy execution.</p>
<p>Board Involvement</p>	<p>NFN board key personnels will actively participate in donor networking, resource mobilization events, and leveraging organizational and professional networks.</p>
<p>Ethical Fundraising, Accountability & Transparency</p>	<p>NFN ensures and maintains high ethical standards in all fundraising activities. It publishes financials, donor reports, and social audits to demonstrate accountability and integrity.</p>

**Gold and Platinum
Membership and NFN
Fellows**

NFN will offer **Gold and Platinum Membership** to member organizations that contribute a fixed annual membership fee and additional support, as determined by NFN's General Assembly. This membership serves as a recognition of significant annual financial and non-financial contributions made to NFN.

NFN nominates individuals as **NFN Fellows** in recognition of their contributions in terms of financial support, expertise, and time. This recognition can be extended to both individuals and member organizations, acknowledging their valuable engagement.

While Gold and Platinum Membership may be extended to international organizations, it will be granted **without voting rights**^[H5].

These recognitions allow NFN to benefit from the financial resources, expertise, and time commitment of member organizations, civil society organizations (CSOs), and individuals.