

# Successful Fundraising Practices of Romanian NGOs

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**Abstract:** "Successful Fundraising Practices of Romanian NGOs" is an exploratory study conducted by NGO practitioners to support Romanian NGOs in improving their fundraising outcomes while learning from the strategies, methods, tools, and organizational structures of non-profit organizations that are successful in raising money and other resources in Romania. The study is part of the "Fundraising - from money to communities" project implemented by the Association for Community Relations (ARC) and the Făgăraș Research Institute and funded by the Active Citizens Fund Romania. ARC invited 20 NGOs, which have relevant fundraising experience and proved to be successful in raising resources for their programs, to take part in the study. The selection was made from ARC's network of nonprofit organizations, following two conditions: the organization has experience in implementing several methods of fundraising involving both companies and individual donors from their communities; the organization is at the stage of perfecting its fundraising methods, making them more efficient and sustainable (Warwick, 2000). Semi-structured interviews are conducted at the present moment with the selected NGOs (12 out of 20 were already conducted), looking into the following fundraising aspects: the fundraising methods used by the organizations, the advantages and disadvantages of these methods, organization's experience in mobilizing resources from companies and individual donors, the fundraising strategy, the fundraising team and dedicated work to the fundraising activities, ways of defining and measuring success in fundraising, donor care methods, and the effects of the COVID-19 pandemic and the war in Ukraine on the organizations' fundraising practices. The study aims to present the collected data as lessons and 'recipes' to support Romanian NGOs in improving their fundraising practices, but it will also include relevant insights and recommendations for the direction that the fundraising mechanisms and practices should take to enhance the professionalization of this field in Romania. As one of the interviewees said, this study will finally bring a local perspective on fundraising practices, allowing the Romanian NGOs to observe how the fundraising theory researched in the most developed countries, such as the UK and US, is actually implemented in the Romanian context, a country in which the philanthropy tradition is still in the learning and development phase. Since 2001, ARC has supported and worked with organizations, people with initiative, and companies that want to produce long-term change. ARC believes that philanthropy is one of the ways in which we can strengthen our communities. ARC builds better relationships between citizens, companies, and non-profit organizations to support each other and work together for their communities. The organization works with the public and companies to constantly and coherently support nonprofit organizations. At the same time, ARC helps NGOs develop their capacity to attract resources from their communities, contributing to their sustainability by offering them consultancy, educational services, and intermediating fundraising mechanisms, such as direct debit and SMS donations. Through public policy advocacy and lobbying, ARC also contributes to developing an enabling environment in which fundraising mechanisms that are easy to use both by donors and organizations exist.