



Top Tips and Effective Strategies

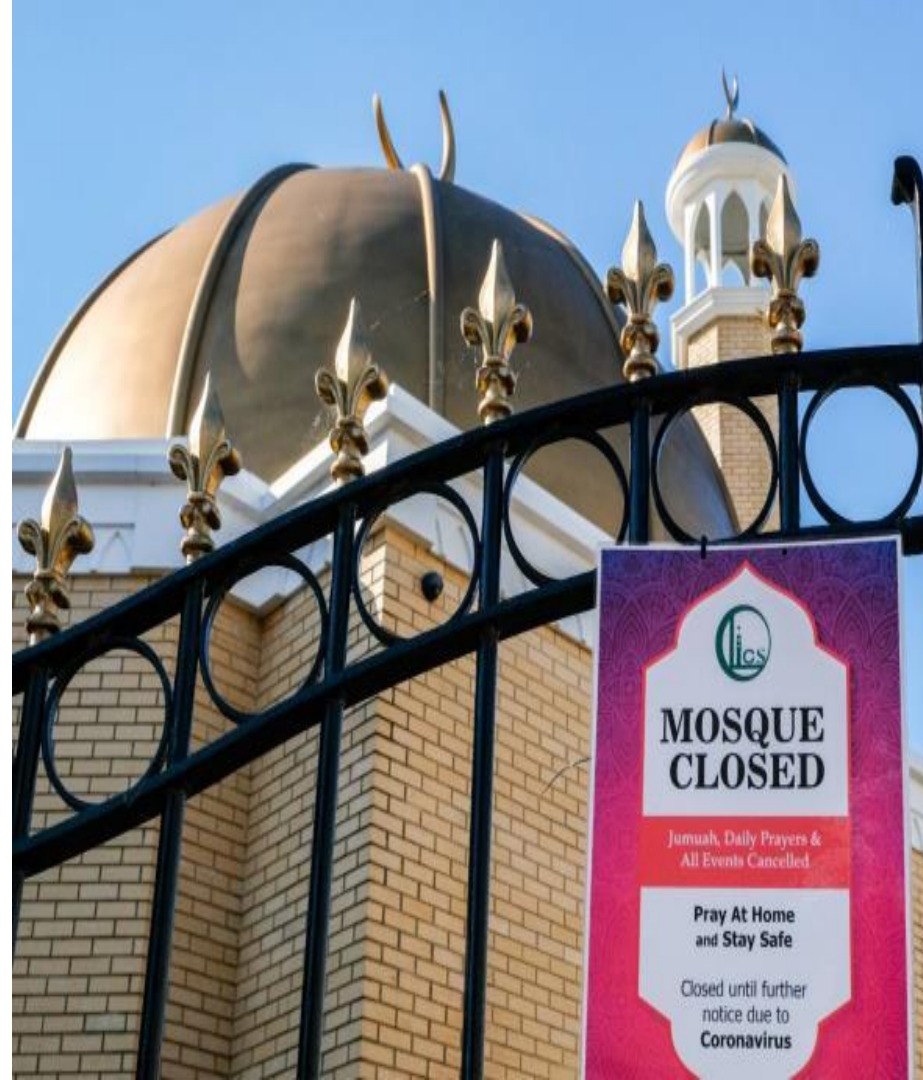
How to make an impact to your online fundraising



LaunchGood

This segment

- Issues Mosques face when fundraising
- Short term solutions
- Moving mosques towards sustainability



Mosques have raised *over £15,000,000 with LaunchGood*

Masjids have always been the beating heart of our communities. We want to support our mosques during this time of economic uncertainty. You've always been there for us, now it's our opportunity, to give back as we face change in landslides together.

1

SupportOurMosques

- Response to Covid-19,
- £600K+ raised,
- Over 100+ mosques engaged
- Webinars and workshops
- Resources
- Design templates
- Reduced platform fees

2

Jummah Grants

- Response to Mosques not being able to do physical Jummah collections,
- £57K+ Raised,
- £20K in grants from sponsors such as PennyAppeal, MM & LG donors,
- Improved communication practices in orgs,

3

Year Round Support

- 365 day fundraising support for mosques,
- 1-2-1 coaching across regions
- \$175M+ Raised across all sectors,
- Local teams who understand the culture and dynamics of mosques

Our Learnings

Mosques are integral parts of our communities and yet they lack the resources, tools and lived experience to raise funds for both their most basic and developmental costs. The following learnings all impact fundraising:

Weak Communication Channels

1. Mosques do not have formal communication channels with staff or volunteers,
2. Often email and important messages are missed as there isn't someone who is taking full responsibility of comms

Mosques lack engagement with their existing donors

1. Mosques have some data, but this is scattered,
2. Some data has been sitting around for years unused!
3. Donors very rarely get updates or information about where their funds have been spent - this usually happens only offline after the Khutbah,

Mosques have not utilised volunteers enough

1. Many mosques have students or volunteers who attend, when lockdown happened, they were not able to reach them,
2. Mosques have not tapped into the social power and passion of their youth or volunteers when it comes to fundraising

Our Learnings continued..

Mosques are integral parts of our communities and yet they lack the resources, tools and lived experience to raise funds for both their most basic and developmental costs. The following learnings all impact fundraising:

Find it difficult to convey their story

1. Unfortunately, many mosques have never attempted to tell their story,
2. Mosques are not informed on how to write good campaign pitches or fill out grant applications,

Many have banking and compliance issues

1. Many mosques operate under different names and branches, this causes compliance issues which stop mosques being able to rapidly fundraise,
2. Mosque finances is led and understood only by a few individuals, making strategic fundraising much harder,

Many are ill-resourced with one main driver in the org

1. Everyone wants the mosque to have more funds, but only a few really get behind the fundraising,
2. Most mosques do not have a formal representative for fundraising,
3. Usually one team member of volunteer is heavy-lifting all the work,

This cannot continue...

Coronavirus has proven that majority of our mosques are not well-equipped for online fundraising. Many are locked into long term contracts with charities which forces mosques to remain dependant on other institutions for its most basic needs. **We must empower and enable mosques to become informed, educated and sustainable.**

Mosques need:

To be educated to a high level about seasonal and non-seasonal fundraising

To understand how to recruit, engage and keep volunteers

Learn how to fundraise online and offline without burdening the same community

Learn how to write good pitches and share their mosques success

Learn about social networks and utilising the global audience

Empower their leaders to know more, do more and become assets to the mosques future

SupportOurMosques

Mosque Fundraising Programme



What is the programme?



12 Month Programme

A robust programme with just 40 participants spread over a 12 month period



Fundraising Champions

Learn the best ways to raise funds, find out about challenges and contests that help amplify your efforts and more - all designed specifically for mosques

What is the programme?



1. Apply

Register your interest!



3. Learn

Take part in 12 intensive workshops delivered by experts



4. Fundraise

Work with the LaunchGood team to hit your fundraising goals



5. Connect

Build relationships with Campaign Amplifiers (marketing/design agencies) and Influencers through LaunchGood

2. Accept Offer

Speak to a LaunchGood team member to confirm your spot and eligibility to the programme

What support do you get?

Education

Structured monthly workshops designed to help mosque leaders become experts at mosque fundraising

Practical Support

Individuals to become versed and confident in how to engage with their networks and communities locally

Pathways & Networks

Connect with forums, networks and leaders who can help you expand your mosques opportunities,

Access to high quality resources, checklists, videos and much more..

Tools and Resources

Expert Intervention

Mosques will engage with experts from across the sectors to help them build capacity

1-1 Coaching

A dedicated coach throughout the 12 months who is on hand to offer fundraising advice

Seasonal Fundraising Support

Webinars and rounded support at the most income friendly times of the year, (*ramadan etc*).

Want to **take part** in the programme?

- Soft launch is **today!**
- Only **25 mosques** for first programme,
- Every mosque will be vetted before admission into the programme,
- **All mosques must commit one person** to the programme who will commit to all workshops and learning activities,

Register at: bit.ly/mosqueprogramme



Get support without the programme

- Email imran@launchgood.com
- We'll connect you to our team and get you a 1-1 call
- This is not for the structured programme



