

IGF 2018

MAG WG – FUNDRAISING (WG-FUN)

The third meeting of the MAG WG-Fundraising was held on June 28th 2018.

The meeting summary below is organized according to the agreed agenda (Annex I).

1 - Intro/Logistics/Admin/Meeting Summary Approval

List of Participants can be found in Annex II, and participants agreed to the meeting being recorded. It was subsequently agreed that the meeting recordings would be shared on request only to WG members in light of the nature of the discussions.

The Chair pointed out there was an open call for a co-facilitator, and as yet no volunteers. She encouraged WG members to volunteer.

The meeting summary for the previous meeting was approved for posting.

2 - Agree concrete action items for:

a) engaging intersessional activities (BPFs, DCs, CENB, etc.) to help their outreach efforts while promoting those activities to potential donors

With respect to attracting new donors, there was a discussion covering past practices and past approaches. Basically, past approaches worked to understand the interests and activities of the potential donor and review those activities as they intersect with IGF ecosystem activities. This is then followed up with phone calls and email as necessary.

The WG members agreed it would be good to approach the intersessional activities (BPFs, DCs, CENB, etc.) to see if there were likely donors based on their interest in the intersessional and IGF activities. It would serve two purposes: helping intersessional outreach efforts while promoting those activities to potential donors. Several WG members volunteered to reach out as follows:

- BPF's to be approached by Ben Wallis
- CENB to be approached by June Parris
- DCs to be approached by Lynn St.Amour

The WG asked if the leaders of the Intersessional activities could be listed on the IGF website in order to facilitate outreach. It was agreed the secretariat would be approached to do so.

There was agreement to create a "letter" highlighting accomplishments, etc. that could be used to trigger a "renewal request" and/or solicit new donors. Organizations that have contributed previously (but not currently) should also receive this letter.

A useful activity was seen to be in creating some creative messaging around the great work across the IGF activities, some focused specifically on governments but also other stakeholders; again serving several purposes: outreach and support.

Administrative topics:

There were questions re what processes are in place to reach out to donors due for renewal or to reach out to past due donors. For example, whose responsibility and what processes/tools exist to manage the various activities?

There were also discussions on the logistics of making a donation. Subsequently, it was agreed that the Chair would identify any supporting process documents. For example there is a [sample pledge letter](#) on our Funding page.

There were various questions re roles, responsibilities and resources. It was noted that resources in support of prospective donor activities are very limited and the main resource pool for this, is in fact, the MAG and the IGF Community itself. There was agreement that these roles and responsibilities should be clarified.

There were calls for financials to be more clear and more accessible and the donor's meeting more public in order to create more awareness of the funding modalities of the IGF and more awareness of the financial situation.

The Internet Governance Forum Support Association (IGFSA) was also discussed in light of the common interests.

b) proposing a short list of possible donors and defining an interim process

The group agreed that by the end of July, we should have an agreed process and a short list (25- 30) companies that we can approach to be donors. The group also requested that we schedule a financial update during the Open Consultation day of the MAG meeting and at the same time we could request the MAG to help identify a short list of prospective donors. MAG members would also be encouraged to consider joining the WG and helping with this very important work.

3 - Next steps/future agenda items

Future meetings:

July 18 - 1200 - 1300 UTC

August 1 - 2000 - 2100 UTC

August 14 - 2000 - 2100 UTC

August 29 - 1200 - 1300 UTC

4 - AOB

Finally, the group came back to the question re engaging a professional fundraiser. It was agreed this was an interesting idea but it was also recognized that given the current IGF budget and lack of resources to manage core IGF secretariat functions it was unlikely to happen in the near term. Lack of funds is assumed to be the first barrier, and it was suggested that we ask if there are restrictions within the UN with respect to engaging professional fundraisers.

<end>

ANNEX I - AGENDA

1 - Intro/Logistics/Admin

2 - Agree concrete action items for:

- engaging intersessional activities (BPFs, DCs, CENB, etc.) to help their outreach efforts while promoting those activities to potential donors
- proposing a short list of possible donors and defining an interim process.

3 - Next steps/future agenda items

4 - AOB

ANNEX II – LIST OF PARTICIPANTS

CHAIR: Lynn St.Amour

MAG MEMBERS:

Parris, June
Wallis, Ben

OTHER PARTICIPANTS:

None