

TRAINING PILLS

Social Fundraising



ACLI BERGAMO APS



Co-funded by the
Erasmus+ Programme
of the European Union

This project no **2023-2-IT02-KA210-ADU-000185019** has been founded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Report – A local experience: amount of donations collected

A fundraising campaign has both qualitative objectives, such as sensitising a wide audience to participate in the initiative and share its aims, and quantitative objectives, i.e. increasing resources and ensuring stability for a project. Therefore, it is desirable to undertake a diversified methodology.

ACLI Bergamo APS's fundraising project 2021 at work: no one left out of work involved the community in an initiative to finance work grants to support the re-employment of unemployed people. The campaign strategy was to raise awareness through targeted communication, the use of a prominent testimonial, and a series of promotional activities to give more visibility and attract more contributions.

Fundraising method and communication

1. Project Goals

To launch a fundraising campaign, it is essential to be clear about the objectives of the project for which you want to ask for donations and to be able to communicate them effectively.

The main objectives of the project were:

- To support labour market integration: to finance work grants, helping especially disadvantaged groups such as precarious workers, unemployed and inactive people.
- Training and accompanying the beneficiaries in mentoring activities and verification of objectives.

2. Choosing a testimonial

The choice of a testimonial was crucial to give visibility to the initiative. Mattia Caldara, a well-known Atalanta footballer, was selected. His participation had a positive impact on public awareness, creating a more immediate link with the cause. Mattia Caldara lent his image for advertising campaigns, events and promotional videos.

3. Articles, news and communication alignment

Communication was strategically managed to reach as many people as possible. Information articles were published in local newspapers, websites and on social media spreading the word about the campaign and the project. Message alignment was essential to maintain consistency across all platforms, highlighting not only the importance of the cause but also how to donate.

4. Interviews and life stories

An important part of the campaign was the collection of life stories, guaranteeing anonymity, which recounted the experiences of the recipients of support. The stories reported how the donations supported people on the margins of the labour market. The interviews made the project more personal and concrete, fostering empathy among the donors.

5. Storytelling of the service already in place

Another key element was to tell about the services already active in the area, such as the ACLI Job Network desks and the newsletter.

6. Research/Sharing/Activation of a Territorial Network

A key component of the project was the creation of a territorial support network. Local authorities, training organisations, associations, small businesses and other social actors were involved. These partners contributed in various ways, both through direct donations and by actively participating in the promotion of the initiative.

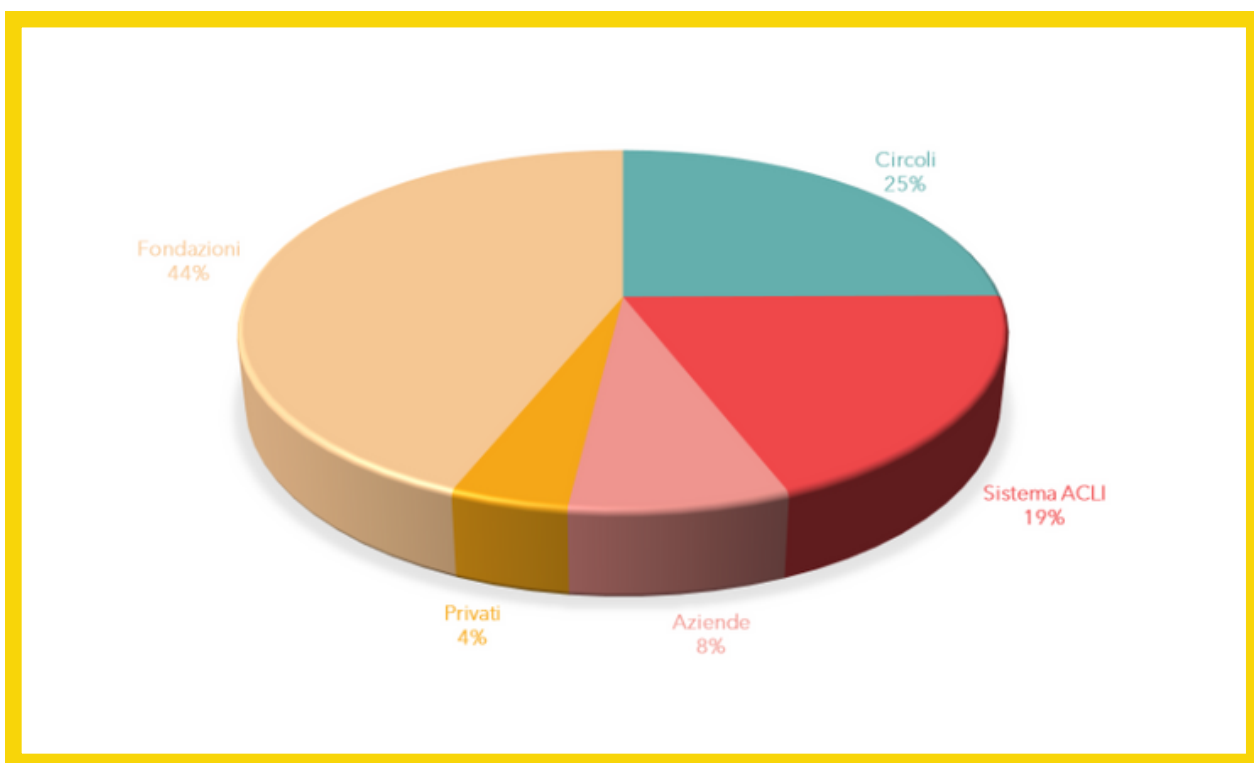
Fundraising was also achieved through other ways and thanks to the activation of the territorial network (clubs and volunteers): for example, by organising live events such as charity dinners.

7. Explanation of how the funds raised are used - Transparency

It was crucial to ensure total transparency on the use of the funds raised. During the campaign, updates were posted on social channels and through the website, where interested people could view the project's development.

8. Results and Amount of Donations Collected

Between January 2021 and May 2022, the project achieved significant results: more than €70,000 was raised. As can be seen from the chart below, of the funds raised 44% came from foundations, 44% from clubs and the ACLI system, and the remaining 12% from private individuals and companies



Conclusion

The project 2021 at work: no one left out of work was successful thanks to an integrated communication strategy, the choice of an influential testimonial, and the activation of a strong support network. Transparency in the use of funds and careful management of donations helped to build trust in the project and the Association. All this made it possible to relaunch another fundraising campaign that could take the work scholarship initiative further.

Regional campaign 2024

Given the excellent results of the 2021 fundraising campaign, the new Jump Up! We started again with work involving the entire regional network, 11 provincial offices and more directly the territorial clubs. The latter organised initiatives such as solidarity lunches or dinners (directly at a venue or by agreeing with it for a take-away service, with a 'solidarity' surcharge); social outings (with a simple surcharge in the membership fee); or with a simple banquet or gazebo in the square.

In parallel with the territorial initiatives, an online campaign was launched to reach a new and potentially wider target audience and to be shared with all the actors involved in the action.

<https://www.produzionidalbasso.com/project/borse-lavoro-per-dare-una-chance-a-chi-non-trova-lavoro/>

All these actions made it possible, at the end of November 2024, to register 68 active work scholarships for as many people. Many of these people have since found work.



ACLI BERGAMO APS



Co-funded by the
Erasmus+ Programme
of the European Union

This project no **2023-2-IT02-KA210-ADU-000185019** has been founded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.