Emerge
A Fundraising Capacity Building Programme

2021/22 Opportunities
Strengthening the financial sustainability of social impact organisations globally

The Resource Alliance's Emerge Programme develops social impact organisations into strong, capable and sustainable influencers. It is designed to help organisations improve their fundraising skills and strategic thinking.

The programme has helped many social impact organisations to significantly improve their financial sustainability, enabling them to facilitate lasting social impact. The new Emerge Programme offers three different options to better meet the needs of organisations of every size, type and location.
A structured and tailored approach to build capacity

The guiding vision for the Emerge Programme is the emergence of organisations more able and capable to secure the resources to deliver their mission - now and into the future. We achieve this by applying a structured approach – incorporating in-depth needs assessments; carefully curated training workshops; strategy development; and executive coaching – which has enabled us to build the capacities of organisations and influence their culture.

Through Emerge, social impact organisations advance their ability to take ownership of and sustain new resource mobilisation activities that diversify their income base.

With more than 30 years of experience in delivering training and knowledge sharing – and a network of expertise that spans the globe – the Resource Alliance receives requests from organisations large and small for help with their resource mobilisation, fundraising and organisational development needs.
“We benefited immensely from the Emerge programme. It has enabled us to set concrete targets and objectives, and we are engaged to follow up the strategy with concrete implementation. This will allow us to implement our three-year strategic framework.”
What Emerge delivers

**Capacity-building**
Strengthened organisational capacity in fundraising and resource mobilisation plus, where necessary, the development of appropriate organisational structures and processes.

**Skills**
Enhanced fundraising and resource mobilisation skills, competence and confidence amongst key staff and board members.

**Strategy**
Development of a fundraising and resource mobilisation strategy with plans and tools to support its implementation.

**Mentoring**
Coaching and mentoring delivered by an experienced and skilled associate, to guide and support the implementation of the strategy.
“We found the Associate to be highly engaging and knowledgeable, and she was quickly able to get under the skin of our organisation to appreciate what we needed and how we could develop our fundraising strategy.”

MARIA ALEJANDRA PAVICIC
COORDINATOR OF INSTITUTIONAL DEVELOPMENT
MEMORIA ABIERTA, ARGENTINA
Since 2014, the Emerge programme has supported 42 organisations across 15 different countries in Asia, Africa, Europe and the Americas. So what can Emerge do for you?

- Foster confidence and skills amongst staff, which can be applied to other areas of fundraising and to ingrain a culture of strategic thinking with regard to fundraising and resource mobilisation;

- Develop a fundraising culture within the whole organisation so that fundraising becomes a collective effort and an integral part of organisational functioning rather than a silo activity that is the responsibility of a few;

- Expand and diversify in order to reduce financial dependency on any one donor.
"I feel Elephants Alive has reached new heights because of the Emerge Programme. We have learnt so much in the space of a year and we have been empowered with knowledge and inspiration to keep Elephants Alive!

I would highly recommend this amazing programme and those who run it, who share their expertise and resources to help you wherever you might be along your fundraising journey."
PROGRAMME TYPES

Drawing on feedback from Emerge participants and the outcomes of a full external evaluation, the programme has been enhanced and expanded and now offers three options:

**SUSTAINER**
A 12-month structured programme based closely on our tried and tested original Emerge Programme but now with enhanced features and benefits through the Resource Alliance Global Community.

Suitable for organisations looking to work one-on-one with a specialist associate across the year to help them achieve transformative changes towards enhanced financial sustainability.

**ACCELERATOR**
Offering a more compact version of the full programme, taking place over 6 months.

Suitable for organisations looking for support in a specific area, including building an individual giving programme; support in strengthening governance to enhance resource mobilisation; expanding income streams; building a digital fundraising strategy.

**COLLABORATOR**
A collaborative Emerge programme designed to bring a group of organisations together (max 6) in a cohort, according to cause and/or geographic location.

Participants will work together and independently over 6 months, to learn with and from each other as well as from specialist associates, towards achieving greater financial sustainability for their organisation.
<table>
<thead>
<tr>
<th></th>
<th>Sustainer</th>
<th>Accelerator</th>
<th>Collaboration</th>
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<tbody>
<tr>
<td><strong>Length of programme</strong></td>
<td>10 months</td>
<td>6 months</td>
<td>6 months</td>
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<tr>
<td><strong>Total number of training days</strong></td>
<td>14</td>
<td>10</td>
<td>10</td>
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<tr>
<td><strong>Needs assessment</strong></td>
<td>Conducted by the RA through series of interview (2 days)</td>
<td>Conducted by the RA through series of interview (2 days)</td>
<td>Conducted by the RA through an online survey (1 day)</td>
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<tr>
<td><strong>Training</strong></td>
<td>Delivered by specialist associate (4 days)</td>
<td>Delivered by specialist associate (3 days)</td>
<td>Delivered by RA and specialist associates (3 days)</td>
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<tr>
<td><strong>Strategy development</strong></td>
<td>Strategy development delivered by specialist associate (4 days)</td>
<td>Project/task review delivered by specialist (3 days)</td>
<td>Strategy development and coaching delivered through 27 x 2 hour sessions (total 9 days between participating orgs)</td>
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<tr>
<td><strong>Coaching</strong></td>
<td>Coaching and mentoring to support the organisation to implement changes (4 days)</td>
<td>Coaching and mentoring to support the organisation to implement changes (2 days)</td>
<td>Incorporated above</td>
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<tr>
<td><strong>Action learning</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>Aimed at extending and embedding skills and knowledge (2.5 days)</td>
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<td><strong>Additional benefits</strong></td>
<td>x 1 annual membership to the Resource Alliance Global Community</td>
<td>x 1 annual membership to the Resource Alliance Global Community</td>
<td>x 1 annual membership to the Resource Alliance Global Community</td>
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<tr>
<td><strong>Cost</strong></td>
<td>£20,000</td>
<td>£15,000</td>
<td>£5,000</td>
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Contact

Interested in exploring Emerge further for you or your beneficiaries? The Emerge programme has clear benefits for NGOs requiring help in building/maturing their fundraising and organisational development capacities. For funders who believe in supporting organisational capacity development, Emerge offers a way to invest in the financial sustainability of beneficiary organisations.

If you are interested in finding out more about the Emerge programme, please contact Sarah Scarth on sarahs@resource-alliance.org