

## **IGF 2018**

### **MAG WG – FUNDRAISING (WG-FUN)**

The fourth meeting of the MAG WG-Fundraising was held on July 18<sup>th</sup>, 2018.

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

#### **1 - Intro/Logistics/Admin**

List of Participants can be found in Annex II, and participants agreed to the meeting being recorded.

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

#### **2 - Update/discussion on agreed action items**

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

A written update was sent to the WG list with respect to the approach made to the BPFs. Several organizations (approx. 10) were suggested as possible donors and these will be followed up as appropriate. It was recognized that the approach should be coordinated in order to reduce duplicate approaches, etc.

Verbal updates were made regarding initial discussions with the CENB project, and an approach to the DCs was to be followed up as this is slightly behind.

Additional suggestions:

- It was suggested that we prepare a very targeted 1- page “leaflet/campaign message” to all VIPs (CEOs, Ministers, etc.) attending the Paris IGF and the Paris Peace Forum explaining the value and importance of the IGF. A high level set of talking points was to be sent to the WG as a starting point.
- It was also noted several times that there was a need to get a better process in place for repeat donors in order to reach out to them in a timely manner. The action is two-fold: 1 - with DESA to document “renewal periods” and status (contacts/current/past due, etc.) for current and repeat donors. This process should increase current year funding, and 2- WG members would work on a letter to encourage new or larger donations.
- WG members agreed to outreach to Missions in NY and Geneva
- The group was requested to share the talking points with DESA in order to provide additional outreach through the USG’s office.
- Also suggested: a campaign to encourage every speaker to issue a challenge for everyone to become an IGF champion.

##### **b) continue discussion of various UN modalities**

Wai Min Kwok representing DESA (though he noted not from the Finance Program

Office) provided some general comments and indicated the UN was interested in streamlining their financial processes to facilitate donations. He indicated that we should keep “moving forward” and they are committed to helping these efforts.

UN Global Compact was mentioned in passing, and it was noted that the High Level Panel on Digital Cooperation would likely be seeking funds from the same donors.

Sponsorships are not allowed, but we do list donors on the IGF website. The question was again raised why other UN organizations could have sponsors for their conferences/events and the IGF could not. This needs to be clarified.

### **3 - Discussion on possible interim process/logistics re a short list of potential donors**

The group had previously 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.

Steps:

- i. Potential Donor List draft structure:
  - Org. name
  - Org contact and position
  - Expected points of IGF interest/points of intersect
  - History of past donations
  - History of past MAG members, etc.
  - High level messaging – IGF value & importance
  - MAG/WG/IGF community “lead” for each organization
- ii. Prioritize list/assign resources to follow up
- iii. In parallel, assign resources to follow up with repeat donors. DESA is documenting renewal periods and donor status. They will share when the data is more complete. This is a priority as donations are lagging to-date.
- iv. Ensure potential donors are aware of ways for them to participate in the Paris IGF and the Paris Peace Forum

### **4 - If time/participation permits, agree process for updating WG and Secretariat processes, charter and working documents**

It was noted that this work needed to proceed as well and it was hoped that a MAG member who had expressed a number of good ideas would lead this effort on behalf of the WG.

### **5 - Next steps/future agenda items**

Future meetings:

August 1 - 2000 - 2100 UTC  
August 14 - 2000 - 2100 UTC  
August 29 - 1200 - 1300 UTC

### **6 - AOB**

<end>

## **ANNEX I - AGENDA**

- 1 - Intro/Logistics/Admin
- 2 - Update/discussion on agreed action items:
  - engaging intersessional activities (BPFs, DCs, CENB, etc.) to help their outreach efforts while promoting those activities to potential donors
  - continue discussion of various UN modalities
- 3 - Discussion on possible interim process/logistics re a short list of potential donors
- 4 - If time/participation permits, agree process for updating WG and Secretariat processes, charter and working documents
- 5 - Next steps/future agenda items
- 6 - AOB

## **ANNEX II – LIST OF PARTICIPANTS**

**CHAIR:** Lynn St.Amour

### **MAG MEMBERS:**

Parris, June  
Markovski, Veni

### **OTHER PARTICIPANTS:**

Castex, Lucien  
Kwok, Wai Min