

MAG Fundraising Working Group (WG-FUN) 2018 Status Report

Chairperson; Lynn St Amour

Co-Chair; June Parris

The fundraising WG was approved by the MAG at Geneva at our first face to face meeting in Geneva 2018. Lynn St Amour acted as Chair for the duration of the WG in 2018, with June Parris volunteering as Co-Chair later in the year. The group had a small but very dedicated number of members. We were also appreciative of the participation and support from the DESA staff, which was very helpful.

Over the course of the 2018 MAG cycle, meetings for the WG were held regularly on a 2 or 3 week cycle, and it is important to note that all MAG WGs are open to community participation. The Working Group Charter is [here](#), and the meeting summaries are [here](#).

The IGF relies entirely on donations to fund the IGF Secretariat and support its intersessional activities and so funding is a critical need. A list of all donors can be found [here](#). The amount of donor contributions from 2006 to current date can be found [here](#).

During our meetings we composed a donor letter template, and a high level Champions letter. The latter can be found in the annex. The former will be posted so that it is easily editable. The letter was designed in such a way that there would be space to tailor it to the particular Internet Governance issues of interest to that particular company or organization.

We also agreed that a database of potential new donors be created and populated. The secretariat created the database and a couple of WG members reached out to identify potential donors and put their details (contact details, Internet Governance areas of interest) into the database. Some more work needs to be done in 2019 to populate the database before it is then used to send out the letters to the potential donors identified.

In this first year, a significant part of the WG's efforts focused on administrative improvements, amongst them:

- Streamlining and clarifying processes,
- Creating fundraising/outreach letters and a template,
- Creating fundraising postcard for general distribution,
- Improvements to the fundraising section of the website,
- Creating and launching a work platform to capture contacts and status of prioritized prospects

In addition, the WG worked to:

- Increase awareness of MAG member's responsibility for fundraising and encouraged MAG members to help identify potential donors

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

Noting a lack of clarity, the group also agreed going forward it would be helpful to define expectations and roles of the MAG, MAG Chair, IGF Secretariat and DESA staff with respect to fundraising activities.

In establishing our work programme, the WG considered all suggestions related to fundraising captured in the report from the WG on IGF Improvements. We believe all suggestions have been or are being addressed. Many rely on successfully and significantly increasing the level of funding for the IGF, specifically for those efforts focused on capacity building.

We continued to find ways to reach out to donors and we designed a post card (which can be found in a separate file and can be tailored and translated). It was designed to be straightforward, easy to distribute, and has a simple clear message with a clear “ask”.

We enlisted the help of the intersessional activities, BPFs, DCs, CENB as it is a win-win increasing their visibility while promoting those activities to potential donors

We entered the Paris IGF in a positive frame of mind, knowing that we made the effort to secure donations. The postcard was distributed to potential donors at the IGF and we are hoping that the effort will be fruitful in 2019.

Proposal for 2019:

Given the operational and administrative improvements now in place and keeping in mind the volunteer nature of the MAG and MAG Chair, it is proposed that the MAG WG be re-chartered and that next year be focused almost solely on prospecting for new donors. The platform is in place to manage prospective donors, materials are largely available, processes streamlined and clarified. We need more resources focused on ‘picking up the phone’.

Such a singular focus is expected to help ensure the WG has the best possible support and chance of success and is not unduly weighed down with additional administrative tasks. Some members of the 2018 WG-FUN expressed discomfort in moving ahead with so little understood between the parties, hence the focus in 2018. This should no longer be the case.

In support of this activity, the group could focus on a few specific development areas, such as:

- Linkages with all intersessional activities as these bring some of the strongest and the most clear value with opportunities to expand both participation and donations
- Working with the MAG to adopt a multi-year strategic work programme or workstreams on topical issues, to enable longer-term orientation (for fundraising activities and IGF programmatic work).

- Creating a small resource base that fundraising members can utilize to help promote particular activities (being sensitive to the individual's core responsibilities time).
- Develop specific fundraising programmes to support participation in the IGF of stakeholders from developing countries and least developed countries
- Acknowledging there are also needy participants from wealthier regions, evaluate developing programmes to support their participation as well as support youth
- Develop specific fundraising programmes to improve remote participation functionality and management capabilities

These are just a few opportunities, and it will be important to be focused and ensure resources to follow through. These developments should be advanced only if they provide value and interest to prospective donors. It is critical that funding for the IGF Secretariat be prioritized as they are the most important and pressing need.

ANNEX I - High-level or Champions Letter

United Nations Secretariat for the Internet Governance Forum

DAY MONTH, YEAR

ORGANIZATION NAME AND CONTACT DETAILS

REFERENCE: Internet Governance Forum Trust Fund Contributions

Dear Name,

The 2018 Internet Governance Forum (IGF) takes place in Paris, France from 12 to 14 of November at the UNESCO headquarters. The event is hosted by the French Government and we hope to count on your active participation.

The IGF is a global multi-stakeholder forum, mandated by the UN, which brings together governments, businesses, academia, civil society, technical community as well as citizens of the world, to discuss public policy issues pertaining to the development of the Internet. The IGF works to ensure the Internet continues to grow and evolve as a platform for innovation, economic development, and social progress for everyone across the globe.

The IGF and its intersessional activities are managed through a Secretariat, which is funded from donations, given by [various stakeholder groups](#). While host countries bear the majority of the costs for the annual [IGF](#) meeting, the Secretariat's activities are funded through extra-budgetary contributions paid into a Trust Fund, administered by the [United Nations Department of Economic and Social Affairs \(UNDESA\)](#). All contributions are accounted for in accordance with the UN Financial Rules and Regulations and other applicable directives, procedures and practices.

The Secretariat of the IGF is inviting you to contribute to the Trust Fund. The same invitation comes also from the multi-stakeholder Advisory Group (MAG), which oversees the design of the program for the annual IGF and related intersessional activities.

Your leadership can make a difference - now, today. We urge you to commit to support the IGF, to become an IGF Champion, and inspire other visionary leaders around the world to join this worthy endeavor. If you are interested to pledge funding, please contact the IGF secretariat at igf@un.org. The Secretariat will provide the necessary documentation to make your donation to the IGF Trust Fund.

On behalf of the MAG and the IGF Community, and with sincere appreciation for your support.

ADD SIGNATURE

Lynn St Amour

IGF-MAG Chair