

IGF 2018

MAG WG – FUNDRAISING (WG-FUN)

The fourth meeting of the MAG WG-Fundraising was held on August 1st, 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 – Advance proposed interim process re a short list of potential donors and review draft donors letter per last meeting.

The process previously proposed was reviewed and is included here. 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 (email and phone) 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. Update: Following our last meeting, DESA documented renewal periods and current donor status. This continues to be a priority as donations are lagging to-date. DESA has volunteered to send a note recognizing past donations and encouraging on-going support and participation.
- iv. Ensure potential donors are aware of ways for them to participate in the Paris IGF and the Paris Peace Forum

The steps above are the ones the group is following, and some organizations have been identified. There was some discussion on the tool/platform we might use, with a focus on quick start-up. Decision to be taken ASAP in order to collect names and more fully implement the agreed process.

There was a discussion on various types of donations, e.g. in-kind, complexities of accepting donations from universities or organizations that have restrictions on donating directly to the UN, possibly through covering expenses or specific activities. A specific note was made re need to evaluate how best to acknowledge in-kind

contributions such as the various 'scholarship' programmes that bring participants in from developing countries.

A collection of talking points (or FAQs) was suggested in order to support those soliciting donations, and DESA offered to help draft the generic talking points to reach out to existing and past donors.

A resource was shared re [market value of the largest internet companies worldwide](#).

3 - Review status of action items from last meeting

It had been 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 draft memo is under review within the WG. These discussions have also indicated that several different letters/formats may be needed.

4 - Depending upon WG participation, begin process for updating WG and Secretariat processes, charter and working documents. Note: need a WG member to champion this within the WG.

It was noted that a champion to lead this work was still needed. While some elements are being covered here, a more substantive effort would be useful.

5 - Next steps/future agenda items

Follow up meeting with UNDESA staff on various UN modalities to be scheduled as appropriate.

Future meetings:

August 14 - 2000 - 2100 UTC

August 29 - 1200 - 1300 UTC

6 - AOB

The fact that the new UN initiative: High Level Panel on Digital Cooperation (HLPDC) is soliciting funds from many of the same organizations as the IGF, led the group to suggest that both efforts should agree a set of Talking Points re their respective initiatives and relationship between the two efforts. DESA and the IGF MAG Chair agreed to work on these together.

<end>

ANNEX I - AGENDA

- 1 - Intro/Logistics/Admin
- 2 - Advance proposed interim process re a short list of potential donors and review draft donors letter per last meeting
- 3 - Review status of action items from last meeting
- 4 - Depending upon WG participation, begin process for updating WG and Secretariat processes, charter and working documents. Note: need a WG member to champion this within the WG.
- 5 - Next steps/future agenda items
 - schedule follow up meeting with UNDESA staff on various UN modalities
- 6 - AOB

ANNEX II – LIST OF PARTICIPANTS

CHAIR: Lynn St.Amour

MAG MEMBERS:

Cassa, Concettina
Markovski, Veni
Rowney, Paul
Wallis, Ben

DESA PARTICIPANTS:

Kwok, Wai Min
Susar, Deniz

OTHER PARTICIPANTS:

Rodriguez, Alberto