

## IGF 2018

### MAG WG – FUNDRAISING (WG-FUN)

The eighth meeting of the MAG WG-Fundraising was held on September 13th, 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 record the meeting.

June Parris was warmly welcomed as a co-facilitator for this Working group.

#### **2 - Advance proposed interim process re a short list of potential donors and review proposed platform**

It was noted that the online platform that was proposed to help organize efforts to recruit donors had been made available by the IGF Secretariat and is now ready to be populated by WG members.

It was also noted that WG members should prioritize organizations they submit as resources were limited with respect to approaching/following up.

Various logistic details were discussed with respect to who should be the signatory on the fundraising letters and it was suggested that it should come from the MAG Chair (possibly from a generic MAG Chair email facilitated by the IGF Secretariat) with the 'MAG fundraising leads' on copy as they are expected to follow up with the potential donor. As the IGF is an initiative of the UN Secretary General (and not an institution within the UN), it is most appropriate to use the IGF logo in any letterhead. Where appropriate/helpful, it can be noted that support within the UN is provided by DESA, but not at the expense of overburdening any communications. DESA, the IGF Secretariat and the MAG Chair will work together to finalize.

The 'MAG fundraising leads' own the process with the donors they identify and they are expected to reach out and request any additional support needed. The leads should trigger the initial contact, draft the letter to be sent, ensure it is sent, and then follow-up as necessary.

#### **3 - Update on action items from last meetings**

- **In-kind contributions:** DESA reported on the formal procedure that should be followed within the UN to ensure appropriate treatment of all in-kind contributions and noted that this was not yet fully in place for the IGF. Once this has been completed, then those organizations will be recognized on the IGF website. It was noted that in-kind contributions were expected by some to extend to participant programmes (youth programmes for example) as well as tools and services. The Chair agreed to get in touch with those who had made this request and ask them to clarify their expectations to the WG. These points should also be covered in the FAQs which are under development. It was further noted that in-kind contributions are acknowledged on the IGF website: <https://www.intgovforum.org/multilingual/content/donors-to-the-igf-trust-fund>
- **Frequently Asked Questions (FAQs) and Talking Points:** DESA has material available

on these points and they will send this to the WG members for review, and ultimately posting on the IGF website

- **Youth:** Noting that there were quite a number of programmes focused on Youth across the IGF, it was suggested that consideration be given to consolidating the various programmes to increase the visibility of these important activities on the IGF website
- **Request for In-kind contributions:** The comment was made that it would be helpful to highlight any additional requests for tools/services that might be needed for the IGF. Adobe Connect was one example given the request for better accessibility for remote participation.
- **Letters/leaflets/brochures:** Previous discussions identified the desire for multiple letters/leaflets/as these could be customized to the specific interests of potential donors and/or situation. These letters would be part of a package of information available to those soliciting donations, including FAQs, updated information on the website for donors, as well as key activities across the IGF ecosystem that might be used to populate letters/templates, etc. The current status was summarized as agreement on: 1 – a high level letter for very senior contacts, 2 - a longer letter (template format in order to allow customization according to donors possible interest), and 3 - an updated [brochure](#) as the one on the website is a few years old. DESA has an IGF Fact Sheet that they will share in support of these activities.

#### **4 - Follow up on process for updating WG and Secretariat processes, charter and working documents.**

Sylvia Cadena has agreed to champion this work and resubmitted earlier comments. WG members are asked to review this document in order to strengthen underlying processes and roles.

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

There was a discussion on the Paris Peace Forum and some possible options for IGF visibility there.

Future meetings:

Sept. 25<sup>th</sup>, 2018 1900 – 2000 UTC

Oct. 10<sup>th</sup>, 2018 1200 – 1300 UTC

Oct. 30<sup>th</sup>, 2018 1200 – 1300 UTC

#### **6 – AOB**

No Items submitted

## **ANNEX I - AGENDA**

1 - Intro/Logistics/Admin

2 - Advance proposed interim process re a short list of potential donors and review proposed platform

3 - Update on action items from last meetings

4 - Follow up on 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:**

*Markovski, Veni*

Parris, June

Wallis, Ben

### **COMMUNITY PARTICIPANTS:**

**Cholland, Dan**

### **DESA PARTICIPANTS:**

Kwok, Wai Min

Susar, Deniz

### **IGF SECRETARIAT:**

Bobo-Garcia, Luis

Mazzucchi, Eleonora