

Trans-National Fundraising

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Driving Forces of Trans-National Fundraising

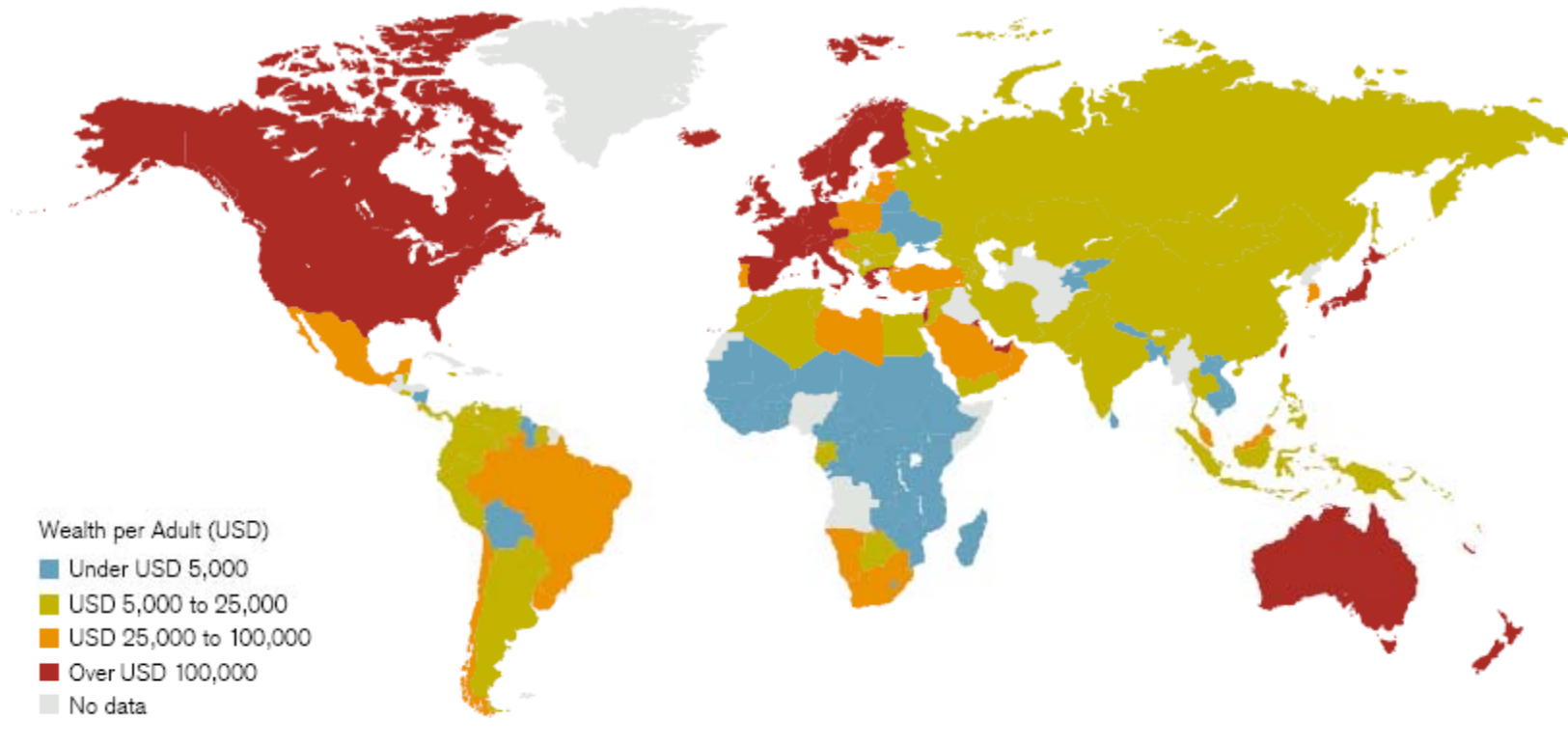
- Global Transfer of Philanthropic Culture
- Bigger World: Global Mobility
 - Education
 - Business/Job
 - Migration/Diaspora
- Smaller World: Inter-dependency
 - Globalization of Issues(Health, Environment, Peace...)
 - Communication,
 - Multiple Association

Global Wealth

Figure 2

World wealth levels 2011

Source: James Davies, Rodrigo Lluberias and Anthony Shorrocks, Credit Suisse Global Wealth Databook 2011



Source: Swiss Bank

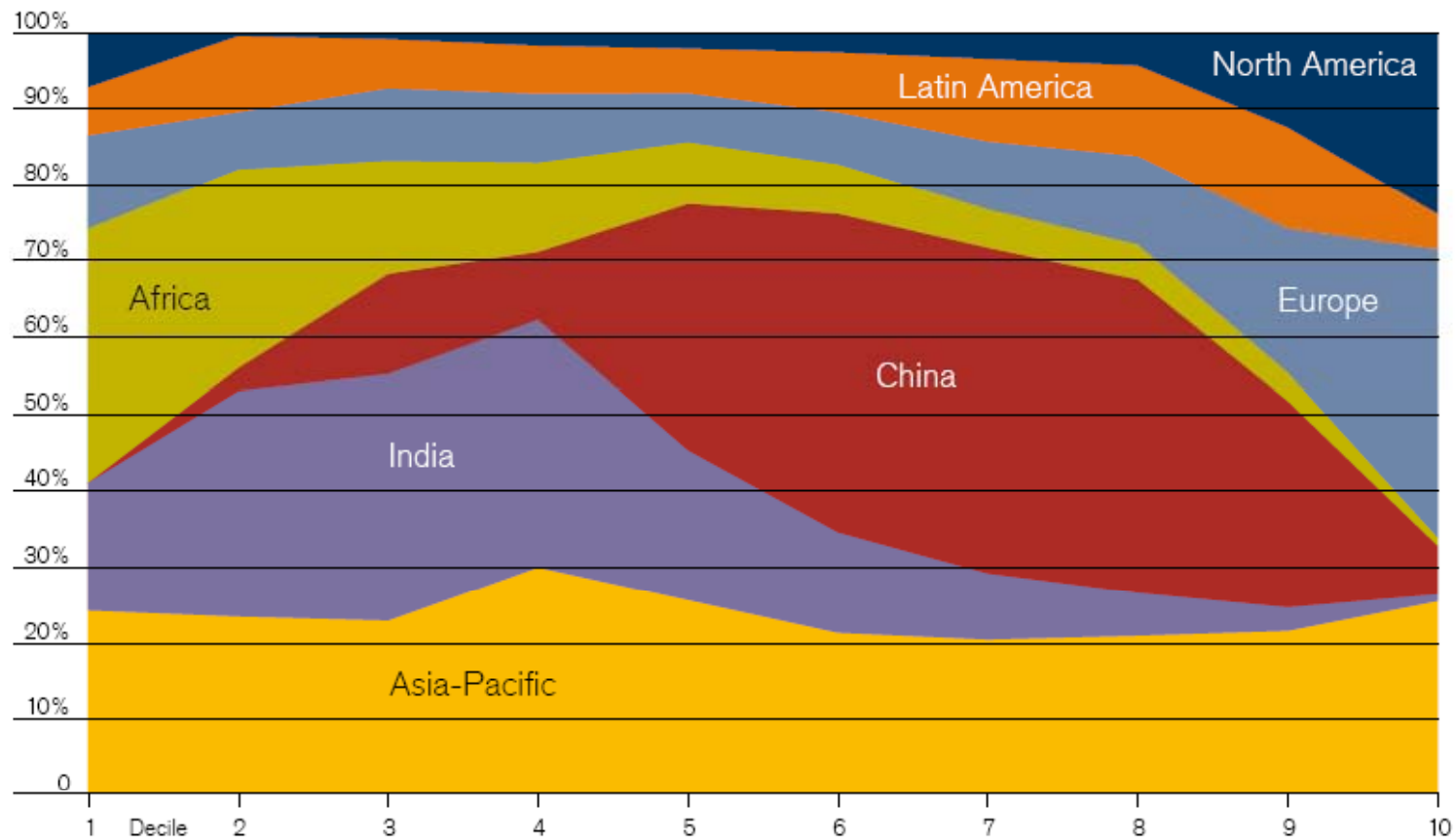
Global Wealth

Figure 5

Regional composition of global wealth distribution 2011

Source: James Davies, Rodrigo Lluberas and Anthony Shorrocks, Credit Suisse Global Wealth Databook 2011

Share of membership

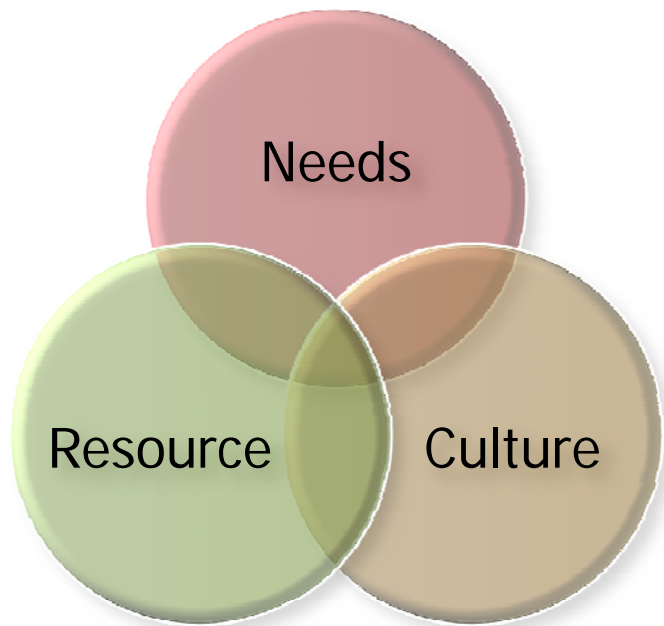


Source: Swiss Bank

Anatomy of Trans-National Fundraising

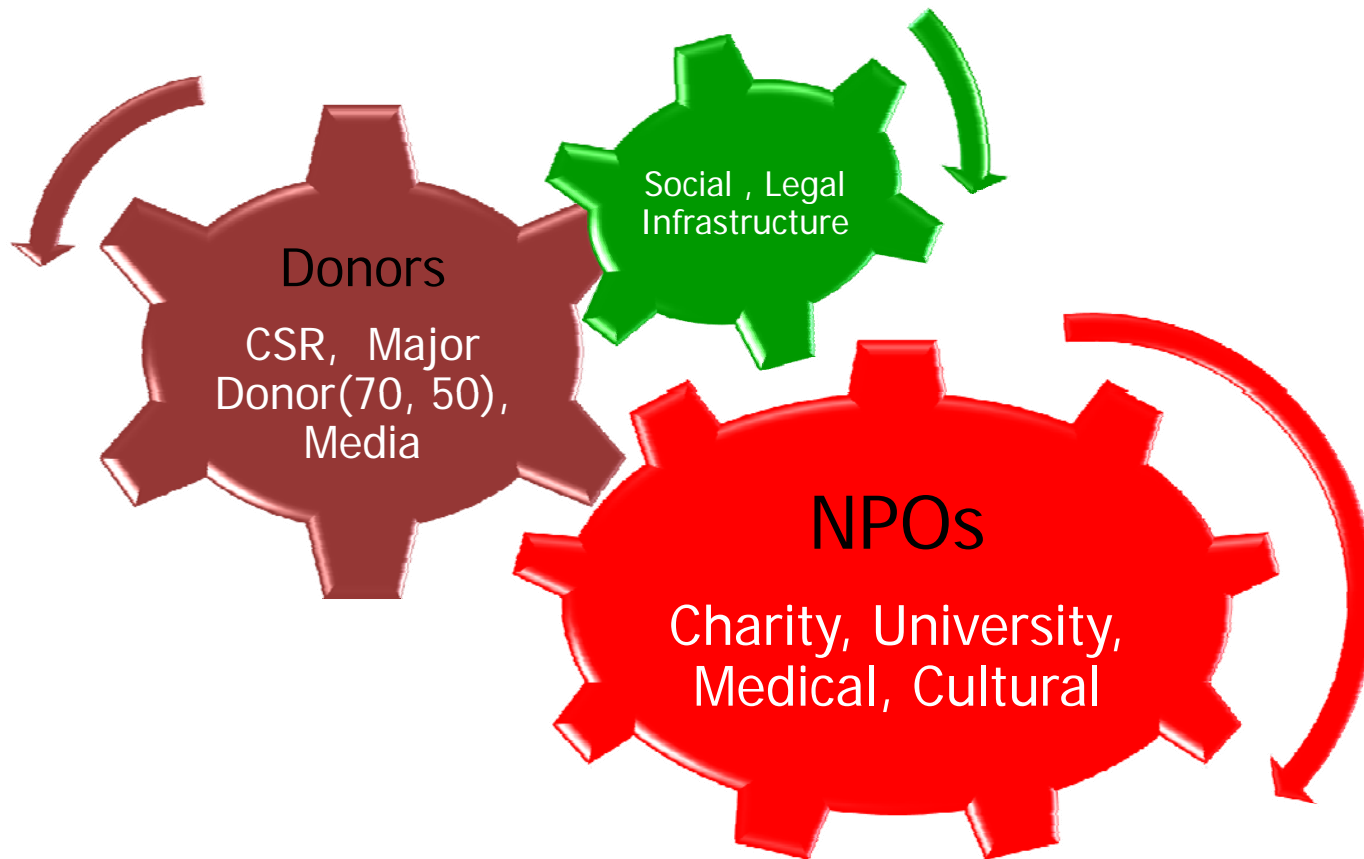
| NPO | Source | Case/Needs |
|---------------|--------------------------|-----------------------------|
| Education | Alumni | Global Case |
| Health | Corporation | North America Specific Case |
| Art & Culture | | |
| Civic | Global Philanthropist | Local Country Specific Case |
| Charity | Local NPO's(their Donor) | |

Understanding Dynamics of Philanthropic Development

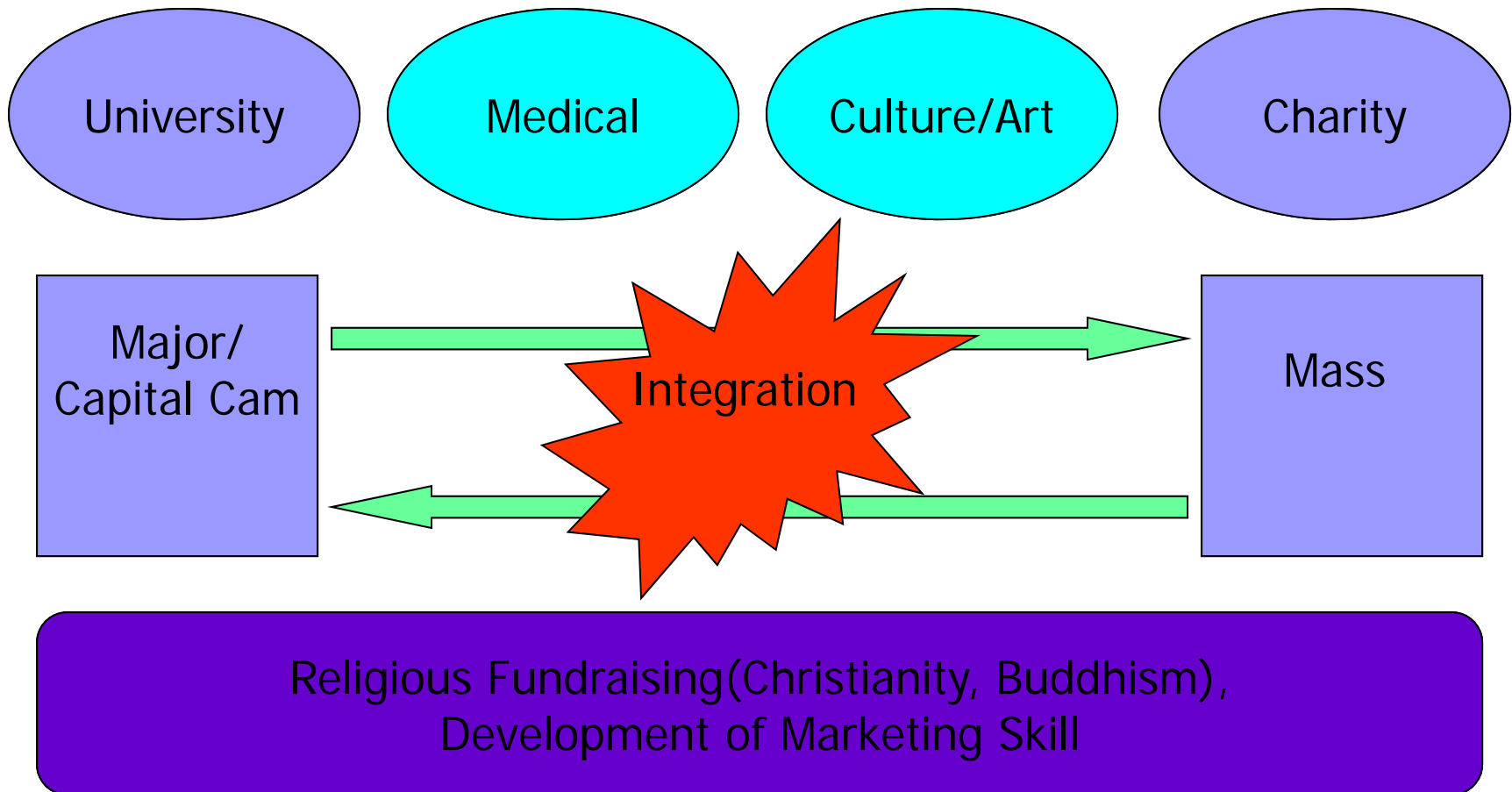


| | Key Factors |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Needs | <ul style="list-style-type: none">-Consensus for 'who are responsible for social development- Governance Theory: Big vs Small Government- NPOs Attitude/ motive |
| Resource | <ul style="list-style-type: none">- CSR- Major Gift |
| Culture | <ul style="list-style-type: none">- Religious Background- War/Disaster- Exposure to Western Philanthropy-Attitude of government & media toward philanthropy |

Philanthropic driving forces



Diffusion of Fundraising Skill



Opportunities for Transnational Fundraising

- **Business:** Growing CSR(Korea, Japan, China, India...)
- **Partnering NPOs:** Active fundraising NPOs are looking for international leverage
- **HNWI:** Growing high net worth individuals are
- **Diaspora:** Getting richer and smarter

Critical issues for successful transnational fundraising

- Case
- Prospecting
- Leadership & Fundraising Organizational Readiness
- Coordination

Cases

- Do you have compelling international case?
- Handling donor issues
 - Should 'rich' people in 'poor' country help 'rich' NPOs in 'rich' country?
 - Prestige vs Universal Value
- Global leverage

Prospecting/ Leadership Developments

- Transnational profiling
- Transnational campaign leadership development
- Group approach vs individual approach
- Available local professional support