

We believe that in order to develop the strongest organization possible with a focus on Eastern Europe, we need to keep strengthening the economical platform, that is the foundation of everything we do. This is reflected in the following proposal.

Most urgently needed initiatives in prioritized order

Although this list could be a lot longer, in this proposal we have listed our top 5 priorities for moving forward in realizing our vision. Each will be shortly explained here.

1 - IT

SALESFORCE

One of the main reasons Anima-Denmark has been able to expand, grow and offer support to other groups over the years is that we were soon to realize we needed a smooth fundraising system. At the heart of this system was a custom-built CRM. This system has needed replacement for some years and we're looking to upgrade to Salesforce - the most powerful CRM in the world.

With the merge, we need to adapt this not only to Danish standards for various donation services, but also to Norwegian, Polish and Lithuanian standards. Our goal is to make fundraising as efficient as possible to build the strongest organization possible. At the same time, we want to build Salesforce in a way that will make it one of the most powerful tools for campaigning, by utilizing the best techniques for e-mail campaigning and public engagement.

WEB

At the same time we want to streamline our web pages, so we develop both the same identity, but also get the backend structure organized in alignment with each other.

With this combination we will be able to utilize an out-of-the-box package when setting up in new countries in the future.

Support: \$80.000 for covering costs of developers.

2 - Director of Fundraising Development

The Director of Fundraising Development will be a key player in overseeing all major fundraising efforts. The person will structure our fundraising with a plan for the whole year and produce materials that can be used by all groups on various platforms. This person will smoothen the transition of working as an umbrella organization and make sure that the assets from each country is used to it's fullest potential.

Support: \$80.000 for covering a 2 year period.

3 - International Communications Manager

The International Communications Manager will serve as the overall person to secure optimal internal and external communication. This person will be gathering relevant stories

and campaign updates to be communicated to supporters to further activate in campaign and/or spreading awareness.

This information will be shared in easy-to-adapt updates that national groups can then use in their own communication, thus saving each group a considerable amount of time. Also this person will be on the lookout for stories and campaign updates that can make it to the media in order to reach large numbers of people. Finally this person will work closely with the International Fundraising Manager to coordinate, identify and optimize stories for fundraising.

Support: \$80,000 for covering a 2 year period.

4 - Legal work

In order to formalize and registering our umbrella organization internationally some legal aid is necessary for paperwork and securing the interests of the participating organizations.

Support: \$10,000 for lawyers and registration fees.

5 - Identity / Design

A shared visual identity both in terms of logo, website, magazine, social media content, materials etc. will make give us a more recognizable brand to our stakeholders as well as saving time for national graphic designers that can use our manual and pre-made designs whenever producing content.

Support: \$15,000 for hiring a professional graphic designer to develop a new identity and make a manual for all desired purposes.

Complete proposal:
\$265,000