

# **AID Conference 2004**

## ***Minutes for Session Named Fund Raising Workshop***

**Date:** May 30, 2004

**Time From:** 10.05 am

**To:** 11.30 am

**Minutes Taken By:** Harish Sharma

**Number of attendees:** 21

### **Audio/Visual Component?**

**1. OFI Presentation ([www.ee.duke.edu/~vijay/ofi/OFI2004.ppt](http://www.ee.duke.edu/~vijay/ofi/OFI2004.ppt))**

**2. Big Concert Presentation**

### **Speaker/Panelist Names:**

1. Harish Sharma
2. Sastry Vadlamani
3. Sri Samavedam

### **What they are speaking about:**

Objective of this session is to effectively communicate best practices in fundraising for chapters at different levels of maturity. AIDers teamed up in diverse groups to work on well defined cases. Each case involved brainstorming potential fund raising ideas, revenues and expenses, publicity and outreach channels, risks, non tangible benefits and resource issues. Teams then presented and defended their analysis.

Two Presentations on large concert organizing skills & One For AID campaign followed the case study.

### **Main Presentation:**

OFI : History of OFI, Recent statistics, Pros & Cons, Strategies to effectively organize OFI & forthcoming OFI Infrastructure developments were presented. Emphasis on the fact that OFI is turning out to be a very successful fund raising avenue for AID. It is crucial to maintain good donor communication to insure OFI success.

Big Concert : Austin's experience with organizing Big concerts formed the crux of this ppt. Factual data related to Time line, Revenues & Expenses, publicity & sponsorship strategies, risks & benefits from Austin's 2003 Annual Concert was presented.

Case Study: Following internal case study discussion, each team presented their optimal fund raising solution the case at hand.

**Question/Answer Session:**

Q1 : Is there a list of companies that match OFI donation?

A1 : Yes, it was sent out on fundaid yahoogroup. Contact Vijay sreenivasan with aid duke

However this list might not be uptodate. Also it is upto each individual to contact the company and find out the modalities at this time. There is an effort currently underway to collect all this information and post it on the ofi website.

**Additional Notes/ Observations:**

Attendees agreed that it was very useful session and facilitated meaningful discussion both within the teams and across teams. They all signed up to be on the aidwide fundaid yahoo group.