



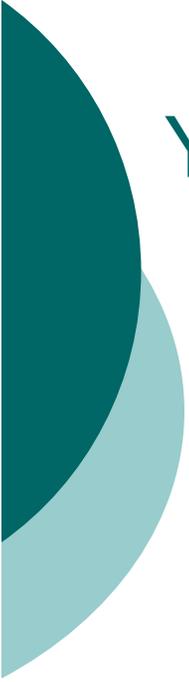
Advancing the Work of the Federaciones de Migrantes Michoacanos

Starting Point for a Collaborative Agenda

Instituto de los Migrantes Michoacanos en el Extranjero

Morelia, Michoacan

20 de octubre de 2007



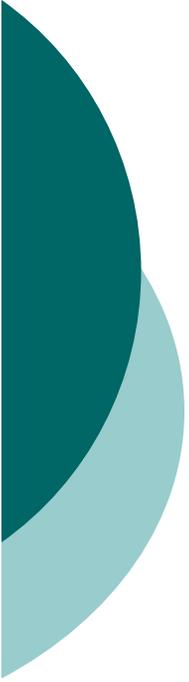
You Are the Pioneers of 21st Century Society

- Because globally world-wide migration is increasing; your lives are the typical lives of the future
- Because Mexico-US linkages, networks are evolving rapidly and, with these changes, community economic, social, and civic life is transformed
- Because you've taken the initiative to join together with fellow *paisanos* to make a difference in the lives of your communities—both in your hometowns and in the U.S. communities where you live.
- Because migrants' lives, family ties, and culture transcend borders—especially with low-cost global communications



Why Raise Funds?

- This simple 1st question is the foundation for all fund-raising strategy and requires compelling answers to 4 basic questions
- What is your organization? What is its mission?
- What do you want to accomplish (objectives)?
- What activities will the funding support?
- How will they help you reach your objectives?
- Why do these objectives matter, what difference(s) will they make?



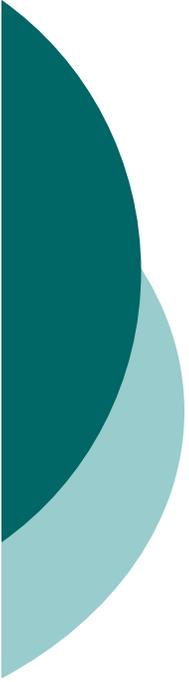
These Simple Questions Lead To Many More— Some of the first are:

- What are your priorities, what are the most pressing things you need to do to make things better?
- What is your vision? How will peoples' lives be better if the federacion succeeds in growing and doing more? How will the community look (and be) different?
- What other groups are working on issues related to your objectives? Are there opportunities for partnerships or will there inevitably be competition?
- What resources do you have: skills, knowledge contacts, relationships-- among your leaders and your members?
- What challenges will you face, once you begin to grow in making sure the federacion can keep on growing in a healthy way?



Why Foundations (or other possible funders) May Want To Get Involved With Your Work

- Because they are convinced your objectives are aligned with theirs
- Because they invest in “getting things done” and believe you can make a significant difference and, thus, your work will reflect well on them
- Because they believe that you have unique resources to achieve your (shared) objectives
- Because they believe you can succeed—based on your work to date, organizational processes, leadership, and proposal



In General, Why Might the Federaciones Seem Important to Funders?

- Because there is growing appreciation of the power of social networks such as yours to do things which formal institutions don't do well
- Because there is growing appreciation of the diversity of the U.S. and growing recognition of the need to successfully integrate immigrants into the social and civic life of communities
- Because there is growing appreciation of the benefits of involving "ordinary people" in civic life—both in practical terms and to make good "on the promise of democracy"
- Why else? Are there particular community issues or problems in your local area which seem important to lots of people where the federacion might play a special role?



What Does This Mean Generally for Fundraising Strategy?

- A first challenge is to introduce yourselves —your organizational identity but also your leadership, membership, and track record
- A next challenge is to articulate a basis for partnership—how your mission, objectives, and activities align with the funders’.
- A next challenge is to demonstrate your commitment to those stated principles—to show you’re not simply opportunistic
- A next challenge is to convince the funder you will be accountable—using funding as agreed, keeping to timelines, reporting as required, working collaboratively with others



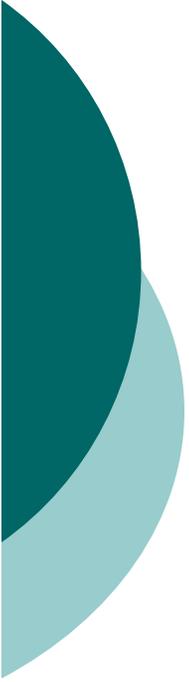
But Even More Importantly.....

- Does your (formal or informal) proposal present an easily understandable, logical, and specific explanation of the activities you will carry out?
- How will these activities lead to achieving your stated objectives? And are these important?
- What resources—leadership, staff, volunteer members, know-how, relationships—will you commit to these activities and how will this assure success?
- How cost-effective is your proposal, are costs and levels of effort reasonable—not wasteful but adequate to assure success?



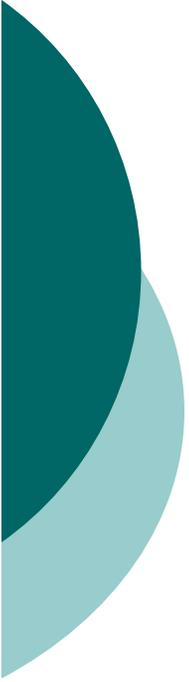
The Key Issue of Shared Goals: Some Likely Areas of High Interest

- ***Health Promotion***—Extensive interest in social capital, networks as resources for health—impacting behaviors, facilitating interactions with health care institutions
- ***Development and Educational Success of Children and Teenagers***—Extensive interest in ways family and community environment affects outcomes and how intermediaries may help connect schools and families
- ***Civic Engagement***—Growing interest in trying to make democracy work and benefits of active involvement of ordinary people in decision-making and in community service, collaborative campaigns
- ***Improving Social Conditions in Immigrant or Low-Income Communities***—decreasing crime, improving neighborhood living conditions, public spaces



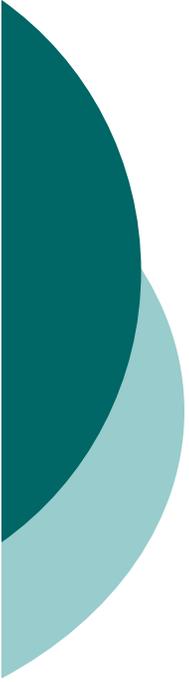
And Some Other (less certain) Possibilities:

- ***Infrastructure for Legalization***—If immigrant advocates are successful, some funders will appreciate the need for building grassroots community organizational capacity to provide sound legal advice
- ***Cultural Maintenance, Self-Esteem***—Some funders may appreciate the value of biculturalism and the need for organizational involvement in promoting and facilitating it. The research is clear but how to design projects is not so clear.
- ***Neighborhood Multi-Service Centers***—This is a well-tested model but there may be competition with existing non-profits. Partnerships might be useful and possible.



Likely Challenges in Securing Funds

- There may be worries that federaciones are focused more on Michoacan than issues, problems, and civic life in U.S. communities.
- There may be worries that federaciones will not be accountable or don't have a track record or won't do sound or timely reporting.
- There may be worries that the federaciones' mission is too broad and they won't focus on the more specific objectives of interest to the funder.
- There may be worries that the federaciones may be, on the one hand, "too social" or, on the other hand, "too political".
- Each of these concerns (and others) can be effectively addressed—but to do this we need to inventory them all and develop persuasive responses



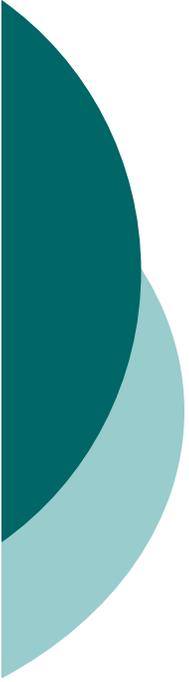
And General Guidelines To Remember

- Many funders have restrictions on where they can make grants
- Most funders have restrictions on the sorts of activities they want to fund or are able to fund
- Within funders' general areas of interest and activities there may be some internal priorities which you do not know about because they are not public
- Each funder has a particular “work style” about how they like to communicate with the community and with potential grantees



Next Steps

- ***Organizational Reflection and Self-Assessment*** What are your priorities? How exactly do you want to evolve? What specific immediate steps do you need to take to prepare? Is there a rationale for “seed” or core funding?
- ***Review of Alignment between Possible Funders’ Interests and Yours*** What are the overlapping areas of interest? What are the funders’ constraints (e.g. on types of activities, special requirements, type of grantee, level of funding)?
- ***Development of Detailed Program or Project Designs for a Proposal*** Creating a “logic model” explaining to how funding will be used for activities which use available resources wisely, accomplish important objectives in a reasonable period of time, and contribute to desired outcomes/goals and mission



Staying in Touch

The time available to work together is short and the strengthening and growth of the federaciones is an important goal. Let's stay in touch.

- Jesus Martinez-Saldana
jesus@jesusmartinez.org
- Ed Kissam ekissam@jbsinternational.com