

Localisation Initiative in Southeast Asia: Fundraising

[Progress report / South East Asia](#) /September 2021

Introduction

During the Southeast Asia RCRC Leaders Meeting in Manila 2019, the leaders of SEA RCRC National Societies had intense discussions on the *Localisation of Actions*. The Leaders agreed to expand our horizons on other key areas that are important to all National Societies.

The priorities of the Region and key drivers (shepherds) are identified as follows:

- Community Safety and Resilience - Malaysia and Vietnam RC
- Fundraising - Singapore RC
- Youth - Brunei Darussalam and Philippine RC

The shepherds are to drive on the particular topic in SEA, and to organise activities relating to the respective areas.

Singapore Red Cross offered to host a SEA Fundraising Networking Meeting 27-28 Feb 2020 in Singapore, but postponed it to a virtual event on 5 and 10 November 2020 due to the COVID-19 outbreak.

1st Virtual Southeast Asia Fundraising Workshop: Fundraising in a post COVID-19 World, 5 and 10 November 2020

The workshop covered topics such as Overview and Strategy; Social Media and Fundraising; Social Enterprise; Direct Donor Programmes and Leads Generation. The workshop was attended by 11 SEA National Societies, IFRC, Give.Asia, Facebook and ItAllCounts.

The meeting notes can be found [attached](#).

Jumpstart Your E-Fundraising Campaign amid the ongoing Pandemic, 18 May 2021

As there were overwhelming requests for more information on e-fundraising, Singapore Red Cross hosted a technical workshop on e-fundraising, inviting the Founder of Asia's leading free fundraising platform, Mr Pong Yu Ming of Give.Asia to share on the following topics: mindset as an online fundraiser, important first step to your campaign, things to inject into your campaign, copywriting technique, content structure and know-how of boosting another donation (cross-selling).

Key recommendations

The following ideas were suggested during the workshop:

1. Regular meetings to share ideas and encourage one another
2. Build up a common fundraising platform on WhatsApp or Email

3. Share networks on companies or organisations different NS are working with
4. Organise workshops to focus on specific areas of fundraising

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