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**Application of fundraising technologies in professional activity**

**of social workers**

***Summary:*** *The article focuses on fundraising activities as a technology of a professional social worker. Principles of fundraisers are highlighted. It was found that the use of different forms of fundraising in professional activities effectively influence becoming a professional social worker, creates personal and professional qualities, promotes self-development and self-realization.*

***Keywords:*** *fundraising, fundraisers,charity, donor, volunteer, social worker, social work, professional work, innovative technology.*

***Streszczenie:*** *W artykule koncentruje się na działaniach pozyskiwania funduszy jako technologia zawodowej pracownika socjalnego. Podkreśla zasady zbiórki pieniędzy. Stwierdzono, że stosowanie różnych form pozyskiwania środków w działalności zawodowej skuteczne w coraz profesjonalny pracownik socjalny, tworzy osobistych i zawodowych kwalifikacji, promuje własny rozwój i samorealizację.*

***Słowa kluczowe:****zbieranie funduszy, zbiórki pieniędzy, dobroczynność, darczyńców, wolontariuszy, pracowników społecznych,pomocy społecznej, pracy zawodowej, innowacyjnych technologii.*

**Problem statement.**The increasing role of civil society an organization that is able to assist the country in addressing the social problems of citizens and supporting scientific research and promotes fundraising projects in Ukraine as a tool for finding additional sources of resources.

In this activity fundraiser targets are not begging for money, but to develop a set of action steps , techniques , combined with efficient methods that require a high level of language knowledge and skills in many areas: management, marketing, strategic planning, public relations , project activities , finance , regulation and more. This includes mastering the big fundraising specialist system of knowledge that is possible only whilemastering the profession of a fundraiser at relevant direction at school.

Institute of Professional fundraising is based in Ukraine; its mission is to create an environment for effective, transparent and accountable philanthropy in Ukraine by strengthening democratic standards of practice in fundraising. The Institute provides courses and workshops for professional training consultants fundraising. After graduating and receiving a positive assessment, participants receive a certificate fundraising European Association and the Institute of Professional Fundraising.

An important perspective is to create a legal (tax, legal) conditions that would extend fundraising and donors. Lack of favorable tax regulations (tax breaks, incentives) for the development of charity; unstable tax system; unresolved legal issues of nonprofit community organizations; lack of information on the objectives of the project and the social system for its efficiency and professionalism in its creation; lack of transparent financial reporting profit organization; low qualification level of management skills of managers of nonprofit organizations impede effective results of fundraising campaign.

We set the goal - to explore the features of the use of technology in fundraising activities by specialistsof social services.

The object is the process of finding specialists of social funds and sponsors for social projects, programs , events , etc.

The main part.The term «fundraising" comes from the English fundraising - fundraising, funds. In the modern Ukrainian language has two spellings and, accordingly, the pronunciation of the word - «fundraising" and " fundrising ." We use the first option because it meets the correct pronunciation of English words raise - to attract, collect.

Among domestic scientists who studied the problem wereAvramenko A. ,Bungun O., BerezinO., Voronyanska A., Korintseva O.,Kraplin R., T. Krupski , Snihulska V.,Shnyrkov A., N. Shtyka.

In Table 1.wegive an exampleof definition Fundraising of some researchers.

Table 1. Definition of «fundraising«in the works of theorists of fundraising activity

AuthorMeaning Definition

|  |  |  |
| --- | --- | --- |
| **Аuthor** | **The essence ofthe concept** | **Definition** |
| Foundation «Ukraine - USA « [7, p. 6] | Fundraising serves as a way to attract financial and other resources from charitable foundations and individuals for the realization of socially significant issues. Disadvantages: not indicated other categories of donors (governments,corporations) and research and other projects | «the art of attracting funds from private individuals or charitable organizations that provide financial resources through grants , the process of raising funds and other resources that are used mainly to implementtosocially significant programs» |
| I. Halyy, A. Aksenova , L. Lunev [8,p. 1] | Fundraising serves as a process of attracting funds for implementation of socially significant problems and support community organizations. Disadvantages: not specified other entities fundraising activities, in addition to non-governmental organizations; does not include research and other projects | The process is used to implement social projects, and for logistical support to non-profit organizations |
| T. Krupski [6, p. 2] | serves as a fundraising activity to attract resources for the implementation of socially significant issues and support nonprofit organizations. Disadvantages: not specified other entities fundraising activities, in addition to non-profit organizations; does not include research and other projects | «activity to attract financial, material and human resources for nonprofit organizations and their projects, which pose a significant social goals» |
| 0 . I. Shnyrkov ,1. A. Mingazutdinov [9, p. 2] | Fundraising serves as a comprehensive system of measures to attract resources for the implementation of non-profit projects. Disadvantages: not specified subjects and sources of fundraising activities | «is a complex of activities to search for financial and material resources needed to implement the non-profit projects» |
| Center for Philanthropy [5, p. 3] | Fundraising serves as a comprehensive system of measures (research based and skill (art) fundraising). Disadvantages: not specified subjects, sources and types of projects fundraising activities | « fundraising or resources for projects of a certain activity in a defined area at a specific time and a specific purpose , collecting or raising funds or resources to the organization , skill / art attraction resources « |

As social work is a special professional activity aimed at supporting and providing social services to any person or group of people, and professional activities of the social worker aims to help people who find themselves in difficult circumstances, to ensure social justice by supporting the most vulnerable groups society, it is an indispensable technology of professional activities of a social worker.

The social worker as mediator in various areas of social assistance to families, children, youth, elderly, disabled and sick, as well as in all types of general, social support to people should be first-class fundraiser,since none of his activities cannot operate without the involvement of charities funds.

As an integral part of fundraising we believe that it is necessary to consider volunteering social worker. Law of Ukraine "About voluntary activity" regulates relations connected with the proceedings of volunteering in Ukraine and states that: "Volunteering is a voluntary, selfless, socially-oriented, non-profit activity carried out by volunteers and voluntary organizations by providing volunteer assistance»[6, p. 1] and other general provisions, and especially the legal status of volunteers and volunteer activities of the organization.

The basic principles of fundraiser`s work:

Honesty - Fundraisers at any time will act fairly and honestly in order to maintain public trust and not putting donors and clients astray;

Respect - Fundraisers will always adhere to respect and preserve the honor of their profession and organization, as well with respect for honor donors and clients;

Integrity - Fundraisers will act openly and with understanding their responsibilities in the public trust. They should identify all current and potential conflicts of interest and avoid any acts of misconduct in professional and human terms;

Empathy - Fundraisers should work to achieve their goals and inspire others to follow the same professional standards and participation. They should value the right to privacy, freedom of choice and cultural diversity;

Transparency - Fundraisers encourage openness in reporting on progress, a way to manage donations, their distribution and use; they are obliged to keep records of income and expenses neat and clear. [1]

Famous American fundraisers J. Douglas Alexander and Kristina J. Carlson cited nine principles of successful fundraising; they are guided in their own personal practice. These principles are:

1. Most effective way to get money is personal appeal.

2. Individual donations possess more potential rather than support from the companies or funds.

3. Obtaining funds implies an interest (direct participation of the donor).

4. Incentive donations can solve many problems related to fundraising.

5. Board members should showexample.

6. Appeals must be of a personal character.

7. Believe in volunteers.

8. Offer opportunities.

9. Applyconsistent fundraising (the process of creating a positive driving force of the campaign by providing, first, significant contributions [2 , p. 2].

Ten Rules for Successful Fundraising by T. Krupski [4, p. 3]

"1. Identify donors that meet the interests of your charity;

2. Contact donor to get hiscontacts and any other materials (annual reports, newsletters, magazines);

3. Read material to determine whether donor activity hasthe same interests that must be financed. If the interests are not the same, plsstop. Donors are inundated with irrelevant requests;

4. Several donors may require a preliminary letter of inquiry. Letter of request - this is not a letter in which you ask for funding. Most donors determine what a letter of request or application shouldinclude. One should strictly follow these instructions;

5. If the donor does not give instructions, then a letter of request must contain 23 pages and include information on the organization and design;

6. If the donor does not give instructions, the application has to be more detailed than a letter of request;

7 Your application should be written in clear and correct English, Ukrainian or Russian;

8. Do not send what a donor does not require;

9. Make sure that you and your organization are well known in this sphere, make strong relationships, and create a good advertisement of your work;

10. If you receive a grant, clearly follow the requirements of the report or evaluation. "

Major mistakes of fundraising by T. Krupski [4, p. 4]

1. Poorly defined objectives;

2. Incomplete documents needed for decision-making;

3. Draft does not fit the area of ​​interest and donor programs;

4. Funds are required to immediately order;

5. Proposal received after the donor has already formed its budget;

6. " Bloated» unverified project budget;

8. Late for an appointment;

9. Suddenly, without prior arrangement, visits to the donor;

10. Numerous calls that do not have a specific goal;

11. Sent after the deadline or improperly completed reports on the use of funds received from the donor before;

12. Qualitatively not prepared a report on the project;

13. Skeptical remarks towards other NGOs. Errors fundraising activity for A. Komorowski [3, p. 16]: 1. Actions of company do not meet the requirements of successful fundraising.

An important issue, in our view is the choice of form and methods of implementation of fundraising. First we suggest considering traditional forms of data collection and fundraising, including:

- Collecting donations through the box - through the establishment of accounts in a specially- designated areas during street actions and events. The advantage of this method is its relative simplicity at low cost, simultaneous appeal to a large number of people. Promotions of fundraising help to involve a large number of people to volunteer activities and the problems have academic and educational character. We specify that volunteers are involved to donations that’s why" human factor " is very important, namely: first - the ability to communicate; secondly - the ability of volunteers during the time of conflict to find compromise; Third –nice appearance; fourth, in our opinion, very important is to work honestly ( to avoid any fraud and theft, which can destroy the reputation of the volunteer squad as a whole);

- Street action - collecting donations outside in public places can be done by placing, for a fixed time table stand or organization with a box for donations or holding colorful street protests. In both cases, fundraisers conducted using various forms and methods of attracting the attention of passers-by (performances,auctions,fairs,concerts,festivals, information tents, performances propaganda teams, etc.) In our opinion, this method is much more complex than a fundraiser through boxes installed in special places: first, require special training of volunteers and overcoming the "psychological barrier»volunteers; Secondly, you should be good to organize protesters;

- Collecting donations for activities such as: charity parties, concerts,auctions, exhibitions and fairs. An important component of success is preparation, organizing and conducting these activities. Therefore, the use of this form requires the presence of a high level of volunteer organizational skills, ability to create a good psychological climate and atmosphere;

- Sending emails - one of the most flexible and powerful tools to raise funds. The method consists in processing the appeal in writing to provide financial support. Note that using the proposed form requires volunteer’s fluency in marketing technology. An equally important element of the presence of experience is to serve the community and the good reputation of the volunteer group. This method, unlike the others, can give quick results with proper execution of the letter of request;

- Placing the payment receipts in bank branches - feature of this method is the use of messages for making donations. Of course, for this type of measures necessary to secure the consent of the bank's management may make an agreement that requires the presence of certain volunteer skills, personal qualities.

Important role in the fundraising activities have innovative technologies and Internet. Through the internet and email we can make direct mail (Mailing), participate in crowdsourcing, crowd funding and social projects, conduct virtual meetings with donors and others. Social networking has become an effective means of fundraising (way to spread information.) Digital philanthropy (throughSMS)gains popularity nowadays. In addition to the mentioned opportunities, Internet is one of the most important sources of finding donors for specific information;the search engines can find information about the list of grant making foundations and institutions, as well as post information about themselves and their activities (creating your own Web site).

We can transfer money to beneficiaries (people who need financial assistance)by means of Internet via virtual wallets. Fundraisers could create online discussion forum, a blog, or separate page to which resources are sought. Itis convenient to make reports to donors using internet and to show him yourpast achievements, presenting photos and video on your site or the site of organization, to holdfurther cooperation (future projects newsletters, invitations to events, congratulations on holidays , etc.).

**Conclusions**

We conclude that fundraising activities in professional activity of social worker is a necessary technology to solve the problem of finding funds to implement a number ofprojects, and in particular is an important help to people who need it. We would like to emphasize that the promising direction of empowering fundraising activity is a perfect mastering of techniques for its implementation and awareness of the differences between these methods for different categories of donors.

Implementation of international experience in this sphere could help to overcome problems of fundraising, for example, foreign fundraising tools: a national competition aimed at the promotion and popularization of charity and philanthropy; facilitate the successful development of endowments , which is a key condition for exemption from VAT transfer charities securities;equipping computer systems with specialized software for fundraising, etc. It’s important to spread knowledge of its nature and benefits among citizens, public awareness through workshops, seminars, conferences, newsletter, implementing discipline "Fundraising" in the education system, particularly in the preparation of future social workers.

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