

Honoring Rural: Choosing & Using Language, Message and Methods to Market Rural-Focused Endowments

Thursday, January 30 / 4:00-6:00 p.m.

Session Leader

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Peer Leaders/Storytellers

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Choosing & Using Language, Message and Methods to Market Rural-Focused Endowments

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SELLING K C D F

Nobody in Kenya knows what a Community Foundation is leave alone an Endowment.

Know Your Environment

The Story of Kenya – 20 years of success was followed by 20 years of development stagnation and urgent need for building capacity, policy and sustainability – KCDF was born out of this need.

Specific Goal

Finding the “Niche” and positioning the foundation in a manner that says “If you care about Kenya , you cannot ignore this, infact you need this input”.

Tactics And Targets Used In Development Of Communication Materials

- Beyond Fishing.
- Key Messages.
 - Every community has assets
 - A country that will not help its poor cannot protect its rich.
 - Poverty is a luxury the rich cannot afford.
- Forums for presentations;
 - International donors
 - Open Days – individuals/organizations.
 - Philanthropic organizations – Rotary, Lions Clubs
 - Professional bodies – Kenya Medical Association, Architectural Association.
 - Invitation to workshops and seminars.
 - Send-out letters to all “Active” NGOs – About grant-making programme.

Mostly a Team Approach

- Ford Foundation funding.
- Materials produced internally.
- Board discussed and decided to:
 - Sell the foundation.
 - Start the grant-making programme
 - Sell the endowment utilizing the grant-making programme for the “SELL”.
 - Board members to attend presentations.
 - Conflict with some of our donors who felt we were “Wasting time”, hiding behind the grant making programme to avoid (or because we didn’t want to) “asking” for endowment money to raise money from International Donor Agencies.
 - Our evaluation suggested we “stop” the grant-making. We said no and continued but promoted it as donor services.

Outcomes

- Successful grant-making programme leading to endowment building by our rural grantees – South Imenti (story) to-date disbursement + commitment + U\$ 680,000 up to December, 2002.
- Staff and Volunteer – Six professionals – Grant-making (Community Development), Finance, Asset Development, Research and Administration.
- International development donors are buying the idea of KCDF as an intermediary capable of getting their dollars to the community level in particular and civil society in general.
- KCDF in turn is utilizing the opportunities to sell endowments – so far “Letters of Intent” signed worthy Ksh. 10 million (U\$ 130,000). Discussions to begin with other potentials.

Lessons

- Identifying our “Niche” and developing “Sell Messages” for the foundation was a corner stone for institution building.
- The decision to “start” with the grant making programme was “RIGHT”. We believed in it, fundraised for it, and got the money.
- Know your terrain, identify your “Niche” and get on with it.



"BEYOND FISHING"


Over the years, numerous approaches to development have been taken, some more successfully than others.

And we seem to have learned from our limitations and setbacks as well as from our successes.

For example, we have learned that good intentions are not a substitute for sound management and capacity.

In general, development efforts have moved from charitable "doing for" communities to giving skills so they can do more for themselves.

But, have we gone far enough?

If we give a man a fish, it will satisfy his hunger today. 
But we will need to continue providing fish for him to survive.

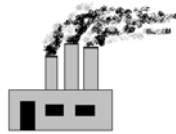
So, we teach him to fish.



This will solve the problem until someone pours toxic waste into the river
Then what?



He needs to be empowered to sustainably control all those factors which affect his ability to fish.



In summary, three possible levels of activity with the fisherman are:

- * Give him a fish
- * Teach him to fish
- * Empower the fisherman

At KCDF, we want to go beyond fishing—building capacity of the fisherman by helping him to gain access and increased control over resources to which he has a right.

For this, he will require vision, information/learning, appropriate technology, linkages, organization, resources and an enabling environment.

Are you ready to join hands with us at KCDF and go "beyond fishing"?

