CBM Quick Process Reference Guide (QPRG)

for Fundraising Requirements Management

Process description

1. Purpose of process

To document the identification, selection, matching and use of fundraising relevant projects from our free funds project portfolio (refinancing) for CBM fundraising teams.

2. Introduction and scope

A Fundraising relevant (FR) Project is an on-going project or a project idea financed by free funds and to be refinanced from individual designated donations. It also serves as a basis for donor communication and as a showcase.
A project will be flagged in ProMIS as 'FR relevant' as soon as it is selected to be used for FR activities or in case it has a very high potential to be used in the near future.
A yearly list of FR relevant projects serves as a basis for responding to donor requests. ProMIS supports the identification, matching and monitoring of these projects. An interface with Salesforce mirrors relevant data in both systems.

3. Key stakeholders in the process

Stakeholder	Responsibility
Requester (Fundraiser)	• Fundraisers actively search for projects to be refinanced by individual donors first within power bi report and ProMIS, and if nothing is found by filling in in ProMIS the FR requirements form. • They give reasonable deadlines for project search and are responsible for comprehensive information on what the donor wants to finance. • They set up proactively meetings with Regional Coordinator to finalise suggested projects or inform the Country Office (CO) via email on suggested projects acceptance/rejection. • They update the status of their request in ProMIS. • They proactively communicate special reporting requirements to the responsible project officer (via ProMIS task or email). • They are responsible for the interface with Salesforce(see detailed steps). • For longer term/regular refinancing they also use the country planning process to incorporate their needs. • They will tick the 'FR relevant' box in ProMIS if they have selected a project for fundraising activities and/or in case the project has a high potential to be used (example: top donor mailing planned in the near future)
Regional Coordinator (RC)	• They review the request form and go back to the requester in case of missing information.

	• They forward the request to relevant country offices. • They coordinate the proposals sent by country offices and make sure the deadlines are kept. • They support Country Offices to manage FR relevant projects' monitoring and reporting needs
Country Office (CO)	• They suggest suitable projects within the deadline. • They add the Requester as Member to the project (if informed). • They monitor donor reporting requirements, in line with agreed deadlines. • They proactively and timely inform the requester on any changes that occur during project implementation. • They seek the Fundraiser's endorsement for any changes through the workflow task "adaptations of budget and project plan" and document them appropriately in ProMIS
PPSM	• Facilitates identification and matching of projects only in case of unsuccessful search by requester.

4. Key process principles and considerations

The FR requirement process is partly managed in ProMIS and partly in Salesforce. The Salesforce part needs to be monitored by the respective fundraising team as main requester.

It is recommended that both the Requester (Fundraiser) and Country Office responsible person have a kick-off call/meeting at the beginning of the donor's designated funding to agree on their way of working.

FR relevant projects for broader communication (i.e. top donor mailings) may need special material (pictures, Human Interest Stories). This should be communicated by the requester/fundraiser to the respective country office at least 6 months in advance, for regularly submitted individual applications to foundations etc 3 months in advance.

In case of sudden upcoming opportunities the requester/fundraiser team will address those special reporting needs proactively within 3-way-working-collaboration as early as possible.

5. Specific situations

In case of critical issues (see QPRG for critical issues) or termination of partnership, the relevant fundraiser/fundraising team needs to be informed as early as possible.

6. Minimum requirements

If not mentioned specifically by the requester, CBM standard monitoring and reporting requirements shall apply.

7. Detailed process step and responsibilities

Key process/ Phase	Detailed process steps in ProMIS	Who	Participants	Tools/ Reference	Time
1. Identify list of yearly FR relevant projects (focus projects)	Search within Power Bi report or ProMIS or fill in ProMIS FR Requirements form. Once selected, mark focus projects as "Fundraising relevant" within the Project Entity Page in ProMIS including selecting the Fundraising team. Send an email to the country office to inform that the project is ticked as FR relevant as there will be no automated email notification. Povide the name of the colleague that should be added as a member to the project page in case this is wished. This enables the FR relevant team colleague to set up tasks (i.e. pictures etc). It is advisable to set up a monitoring excel file, jointly shared with all FR teams, document details of positions/items, and monitor status of donation/reporting	Requester		Select suitable projects in FR specific Power Bi report or search in ProMIS directly.	Any time (most likely Q3/4)
2. Search	For each expression of interest first search in the yearly fundraising relevant project (Focus project) list	Requester		Yearly Focus project list	On ad-hoc basis
3. Matching of projects	If matching projects can be identified, check whether the project is used by different requester: a) if project belongs to a different requester, clarify with the other requester, skip to **2 (Salesforce part).** b) utilize the project for specific requirement skip to **2.(Salesforce part).**	Requester		Check first monitoring excel file which other donor (FR team) is involved	On ad-hoc basis
4. No matching of projects	If no matching projects can be identified, search within list of projects with the help of extended filtering and key words: a) If a match can be found, it should be used. If no match can be found, go to **5.**	Requester		ProMIS or Power Bi	On ad-hoc basis

5. FR Require-ment	a) Fill in the FR requirement form in ProMIS (FR Requirements -> NEW -> Requirement by Fundraising) with funding & reporting requirements; change status to “Seeking Proposals”. When a new FR requirement is created, an email will be sent to all ‘Regional Coordinators’ notifying them of the new requirement. b) Regional Coordinators in all Regions conduct detailed review and feasibility check of the requirement. In case of open questions the Coordinator liaises with the Requestor. Upon clarification the request is forwarded to the COs. c) Country Office to fill in FR requirements form in ProMIS in the respective FR Requirement with suggested projects. d) Request Coordinator to make sure deadlines are kept. e) If one or more suitable projects are found, the Coordinator proceeds with facilitating the request with Country Offices and selects the most suitable projects. f) Regional Coordinator to change status to “Proposals submitted”. g) Requester receives an automatic email notification to review proposals and if needed, invites Regional Coordinator(s) /COs for decision making meeting/alternatively informs via Email on which proposals are accepted/rejected. Detailed budget/ positions/ items or logframe objective/ indicators should be checked in the respective documents uploaded in ProMIS’ document library of the project. h) Requester to confirm selected projects in respective field of the form, update status to “Closed” and mark projects as FR relevant, incl. the selection of the team. Request project responsible person by email to be included as member of the project. IF a)–g) unsuccessful, contact PPSM via email for assistance. *Note: For project ideas – staff that proposed a project idea needs to ensure that proposal is within limits of free funds and has appropriate approval status.*	a)Requester b)RC c)CO d)RC e)RC f)RC g)Requester h)Requester i)Requester		ProMIS	On ad-hoc basis

6.Monitoring	Ensure FR relevant projects are closely monitored according to donor requirements. Any changes need to be documented in ProMIS and obtain approval. Fundraising team needs to be informed as early as possible and endorse changes.	CO		ProMIS cycle	On-going
7.Reporting needs	If no specific reporting requirements, CBM standards apply. If there are specific reporting requirements these should be communicated to the responsible project officer as early as possible: - Either by email - By setting a task in ProMIS - By adding this information to the FR requirements form. Specific image requests via content management, incl. Consent forms to be dealt with separately outside ProMIS	Requester		ProMIS Document tab (narrative ad financial reports uploaded)	Quarterly for finance and semi-annual for narrative
8.Final donor reporting	Requester to inform Project officer about acceptance of donor final reporting.	Requester			Email
9.Closure	Project status remains active if donor reporting is still due. Status only to be put on “closed” once final report was accepted by donor.	CO			ProMIS
Key process/ Phase	**Detailed process steps in Salesforce (only relevant for Fundraisers)**	**Who**	**Particip ants**	**Tools/ Reference**	**Time**
1.Selection	As soon as selected project is marked as FR relevant, the interface will forward the project data (Datensatz) to Salesforce and create a new designation purpose (Verwendungszweck/VWZ) record with a link to the project in ProMIS.	Requester		Interface generated automatically via API	On ad-hoc basis
2.Expected donation	Document the expected donation: Create an open opportunity in Salesforce: - Amount (expected amount) - Donor - Designation purpose (“Verwendungszweck”) - Action code (“Aktionscode”) (if necessary)	Requester		Salesforce interface	On ad-hoc basis

	- Close date (expected donation date) Status = pledged (“angekündigt”) Details on items and amounts are to be documented in an excel file. The status of donation (pledged/ posted/ rejected/ closed) is documented in Salesforce. This information is updated in the ProMIS budget page *in italics*.			Monitoring excel file	
3.Receipt of donation	Upon receipt of the donation, rebook/adapt the amount of donation. As soon as the donation is coming in, the status of donation is updated to: “Posted” (donation received, successful fundraising) Upon change of status, Interface reduces the pledged donation amount in italics accordingly and reflects the received donation amount of in non-italics.	Team donation accounting Salesforce		Salesforce Interface	
4.Communi-cation of donation	Requester informs responsible person in CO (see in ProMIS Members) about received donation and confirms monitoring/reporting requirements.	Requester		Email	
5.Donor rejection	In case of donor rejection, update status in Salesforce. For this click on “Storno” Button in Salesforce, to keep history. Inform responsible person in CO. Opportunity field: Status=withdrawn (zurückgezogen) Requester informs responsible person (in ProMIS Members) about rejection. The interface automatically reduces the pledged amount in ProMIS accordingly.	Requester		Salesforce, Email	

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