

SOFII letters to look out for #4

Why SOFII's Carolina has one of the best jobs in fundraising

In her letter from Thailand Carolina Herrera explains why, 10 years on and despite having relocated to South East Asia half way through,, she's still working with SOFII, welcoming new users and providing weekly updates to SOFII's thousands of regulars.



'At the event there were many people who knew about SOFII, but there were also many who were hearing about it for the first time. The delight I saw in them when I told them about all the content on the site and that it was freely available was priceless.

'This left me eager to find new ways to reach more people and to make sure we are really getting to all corners of the world.

'So, I set out to find some translators...'

Carolina Herrera,
SOFII Project manager, Bangkok

Dear Ken,

November 2018

I'm sure that, like me, you'd like to imagine that charities are always well-equipped to do their jobs, that they have at their fingertips 24/7 all the resources, advice and inspiration to make them even more brilliant at what they do.

So, I want to tell you why I have one of the best jobs in the fundraising world.

My name is Carolina and I'm SOFII's project manager. For the last 10 years my job has been to make sure that as many people as possible get as much as they possibly can out of the huge and growing free resource for them that is sofii.org.

A few weeks ago, I was lucky to be among 500 participants at a rare but increasingly important fundraising conference held here in Bangkok, Thailand.

As I introduced myself around, I was thrilled to hear that many people already knew of SOFII, The Showcase of Fundraising Innovation and Inspiration, and even more delighted to hear from Alyssa, a resource mobilisation specialist, originally from Canada but now volunteering in the Philippines.

Alyssa told me she relies heavily on SOFII for inspiration and that, as she lives in a remote village without a fundraising team to support her, SOFII is a great companion for her. It was also thanks to SOFII that she found out about this conference. SOFII is the reason why she attended.

I asked Alyssa to tell me more of what SOFII meant for her: What she told me made my day!

'I first found out about SOFII at an AFP conference in Toronto about 6 years ago. SOFII has helped me in my fundraising journey. I look to SOFII for new ideas, inspiration and to see what other non-profits are doing.'

'Fundraising is challenging and having a place that provides experiences of other not-for-profits, insights, new innovative ideas is a goldmine. I have not come across any other website like it.'

'I especially like the uplifting "what others did" stories and the variety of organisations showcased.'

Isn't that great? As SOFII's project manager, I'm lucky to be at the front-line of what we do, so I hear such encouraging words on a regular basis.

Recently we received this beautiful email from Ewelina Bocian in Poland, which made the whole team cheer:

'I am a fundraising design specialist working with Polish nonprofit organisations.'

'I have to say that your website was the first and only one where I have found great archives of different campaigns - provided with details and analysis of the outcome, but what was even more important for me - delivered with the images of all designs created for each campaign.'

'So, I wanted to let you know that you are doing really excellent work! I am enjoying every single showcase you present on SOFII, I quote you and spread the news of your existence among my clients and colleagues from our fundraising circle in Poland. I am sure you will inspire them!'

So, something that also struck me as interesting and exciting at this fundraising conference, is the potential

SOFII SPEAKS YOUR LANGUAGE



SOFII en français

Translated by Laura Parrotta and Jenny Craven



SOFII in italiano

Translated by Tiziana Fattori and Emma Lubrina



SOFII em português

Translated by ABCR - The Brazilian Fundraisers Association and their volunteers. As well as volunteer Frank Lucas and his volunteer group.



SOFII en español

Translated by Alheli Quintanilla and Anna Fabra Raduà.



SOFII auf Deutsch

Translations by Michaela Staggl



SOFII 在中国

SOFII in Chinese

Why not help us reach more people by translating exhibits into your language? It's easy, [get in touch](#) and we'll walk you through the process.

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SOFII has to help many more fledgling fundraisers like Ewelina.

At the event there were many people who knew about SOFII, but there were also many who were hearing about it for the first time. And the delight I saw in them when I told them about all the content on the site and that it was freely available was priceless.

This left me eager to find new ways to reach more people and to make sure we are really getting to all corners of the world.

We need to share inspirational comments like these:

'It's transformative for all of us hard-pressed fundraisers. Little bursts of inspiration landing in the Inbox. Fab!'

Marketing and fundraising manager, Pulborough, UK.

'Love your work and I look forward to applying the knowledge in there in my new role. Thanks heaps for all you do.'

Fundraising manager, Auckland.

'I found you while I was desperately searching for a good website to be my guide in fundraising. A friend from Germany seemed to refer to SOFII like a bible. Well, now it's mine too. Someday I hope to be the world's best fundraiser and you will be there with me.'

New fundraiser, with ambitions.

'I am like a sponge at the moment, sucking in all helpful information. I am convinced that the SOFII site will become one of the pillars of my fundraising.'

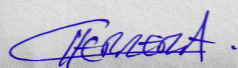
Fundraising coordinator in major INGO.

So, in the next six months I will be busy doing what I can to get more of the material on the site translated. We already have many exhibits in Spanish, French, Italian, Portuguese, German and a few in Chinese. But seeing the need and desire for a resource like SOFII among the delegates at this conference, has fuelled me with hope and ideas (e.g. strategic growth in our social media and recruitment of more country ambassadors) and I now can't wait to start taking action and

moving from a base of 10,000 to twice that, or more.

Like me, I'm sure you were upset to see in the UK press media recently all the persistent criticism of fundraisers and how they go about their work. SOFII really can help fundraisers everywhere to make sure that they put donors and beneficiaries at the heart of all their activities, rather than targets and growth for its own sake. In that way, fundraising will be better for everyone. And more money will be raised too.

Yours sincerely,



Carolina Herrera
Project Manager

PS

Please take a moment to check out my favourite places on SOFII.org. Just put these in your search window on SOFII, or paste the links into your browser. This is just a tiny taste...

- Best of the best on SOFII. <http://sofii.org/foundations-of-fundraising/best-of-the-best>
- How and why SOFII was started. <http://sofii.org/article/why-should-god-have-all-the-best-ideas>
- The great fundraiser's bookshelf. <http://sofii.org/the-fundraisers-toolbox/reviews>
- SOFII's Thank-you letter clinic. <http://sofii.org/article/how-to-write-a-better-thank-you-letter-and-why-it-matters>
- The world's best collection of fundraising direct mail. <http://sofii.org/the-main-areas-of-fundraising/dm-door-drops-and-household-deliveries>
- ...plus, a host of other treasures way too many to mention!



10 years ago, I heard about a new project called SOFII when it was looking for an extra pair of hands – and I got the job! SOFII was to become a treasure-trove of ideas that would empower fundraisers world-wide with the knowledge needed to change the world. And so I was honoured to join the team, as SOFII, to me, is the epitome of the well-known phrase “knowledge is power”. That’s why, now, 10 years on, I’m still here!

The Showcase of Fundraising Innovation and Inspiration

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