

Splice Beta Online 2020

Melanie Hui, Investment Director for Southeast Asia, Luminate

How to build a long term relationship with your donor



[Watch the video](#)

00:00:19.549,00:00:22.549

Shirley Cheong: Hey Pat!

00:00:26.838,00:00:29.838

Shirley Cheong: Hello Hass

00:01:05.674,00:01:08.674

Shirley Cheong: @Pat joins us at all times of the day!

00:01:18.122,00:01:21.122

Shirley Cheong: Hey Paulines :)

00:01:36.540,00:01:39.540

Shirley Cheong: This meet will self destruct in 1 hour

00:01:47.860,00:01:50.860

genesia alves: hahahah

00:01:53.542,00:01:56.542

Shirley Cheong: Hey Mirna & Eva

00:01:58.524,00:02:01.524

Patricia Torres-Burd: Ha Ha Shirley!

00:02:01.140,00:02:04.140

Mirna Kh: Hello hello!

00:02:23.510,00:02:26.510

Shirley Cheong: Managing expectations :)

00:02:26.803,00:02:29.803

Shirley Cheong: Let's start!

00:02:41.460,00:02:44.460

Shirley Cheong: Hey Zuha!

00:02:45.776,00:02:48.776

Shirley Cheong: We were just waiting for you :)

00:03:04.159,00:03:07.159

Shirley Cheong: YAY!

00:03:12.560,00:03:15.560

Shirley Cheong: 3 days, 5 sessions!

00:03:19.889,00:03:22.889

Shirley Cheong: Counting with one hand now

00:03:29.969,00:03:32.969

genesia alves: other hand for tacos!

00:03:58.493,00:04:01.493

Shirley Cheong: We are here to help create connections and collaborations. Introduce yourself, drop your contacts and share what you do too. :)

00:04:02.158,00:04:05.158

Paulines Podcast: Hi Shirley, I am looking forward to join the session today ;-)


00:04:25.009,00:04:28.009

Shirley Cheong: We are super casual in the chat box! Please feel free to comment!


00:04:47.359,00:04:50.359

Hass Aminian: hi guys

00:05:07.941,00:05:10.941

Shirley Cheong: We have a lot of respect for their work and so grateful for their generosity. 
Request for a session :) <https://splicebeta.com/mentors>

00:05:45.408,00:05:48.408

Shirley Cheong: Big Thank You to the mentors!
@Pat - thank you for believing in this community! 

00:05:57.654,00:06:00.654

Plates Magazine: Hey Tey!

00:06:16.776,00:06:19.776

Darathtey Din: Hi Dee 😊

00:06:36.649,00:06:39.649

Shirley Cheong: Genesisia our social media boss -- share the 'rules'! :)

00:06:48.604,00:06:51.604

Shirley Cheong: #liferules

00:06:50.299,00:06:53.299

Shirley Cheong: Share your takeaways with the community - thank you :)
#splicebeta

00:06:58.069,00:07:01.069

Shirley Cheong: Here's the telegram group for the Beta community :)
<https://t.me/splicebeta2020>

00:07:18.761,00:07:21.761

Shirley Cheong: You can watch the recordings on our Facebook and Youtube pages
<https://www.facebook.com/splicenewsroom>
<https://www.youtube.com/splicemedia>

00:07:25.808,00:07:28.808

Shirley Cheong: We will also put up the session summary, useful links, presentation and chat

transcript here:

<https://splicebeta.com/resources>

00:07:49.377,00:07:52.377

Shirley Cheong: Super excited about tmr!

Masuma Ahuja started something very exciting - a digital media organization and community, featuring stories by and for teenage girls.

Find out more tomorrow at 4 PM (Singapore Time)

<https://splicebeta.com/program/masuma-ahuja-im-building-a-girl-focused-media-startup-i-need-your-help>

00:08:49.770,00:08:52.770

Shirley Cheong: Not yet!

Later tonight at 9PM (Singapore time)

Emma Carew Grovum from Kimbap Media on how to choose your membership tech stack

<https://splicebeta.com/program/emma-carew-grovum-choose-your-membership-tech-stack>

00:09:31.848,00:09:34.848

Shirley Cheong: And NOW!

00:10:04.175,00:10:07.175

Shirley Cheong: All yours, Melanie!

00:09:30.817,00:09:33.817

Melanie Hui: quick poll of the people here so I get a sense of where this audience is at. Will you post in chat if you're from a media outlet or a journalism organization and you're completely new to the world of grants/philanthropic support.

00:10:49.521,00:10:52.521

Plates Magazine: @Melanie -- sort of. Local grants. But aiming for larger grants (international)

00:10:52.256,00:10:55.256

Rishad Patel: Wave!

00:11:22.366,00:11:25.366

Paulines Podcast: Project Manager @ DW Akademie working in the field of Media Viability

00:11:47.471,00:11:50.471

Emilie Tauloe-Jacobsen: Emilie @ IMS, International Media Support, media development organisation based in Cph, Denmark

00:13:07.887,00:13:10.887

Zuha Siddiqui: I'm an independent journalist -- new to the world of grants and hoping to launch a media startup next year (Splice has been a great learning experience!)

00:13:30.381,00:13:33.381

Shirley Cheong: Have questions for Melanie? Drop your qns in here and we'll get to them after her presentation.

00:13:37.864,00:13:40.864

Kirsten Han: Was previously from a media start-up but now back to working as an independent freelancer running her own newsletter!

00:14:18.955,00:14:21.955

Patricia Torres-Burd: Aah Shirley! I have learned so much from of these events and from the mentor calls so far. The sessions have been so personal and fun and conversational that I feel I have a bunch of NEW friends! :)

00:16:08.256,00:16:11.256

Shirley Cheong: @Pat, the conversations (and learnings) will continue post Beta, for sure! <3

00:16:16.327,00:16:19.327

Shirley Cheong: Hey Helle and Bilal :)

00:16:31.326,00:16:34.326

Shirley Cheong: <https://luminategroup.com/>

00:17:11.721,00:17:14.721

Shirley Cheong: Here's Nishant's session if you missed it

<https://splicebeta.com/resources/nishant-lalwani-how-luminate-is-building-a-global-public-interest-media-fund-to-protect-newsrooms>

00:17:59.279,00:18:02.279

Shirley Cheong: The impact areas that Melanie covered earlier

<https://luminategroup.com/work>

00:18:47.897,00:18:50.897

Paulines Podcast: Hi Kirsten, great to see you here! Hey folks, please check out our handbook for digital media entrepreneurs for whom Kirsten wrote (together with me ;-)) a chapter about Asian media startups:

<https://www.dw.com/downloads/54885261/dw-akademie-media-viability-handbook-september-2020.pdf>

00:19:13.270,00:19:16.270

Kirsten Han: Hello!

00:19:41.159,00:19:44.159

Plates Magazine: Thanks for this Pauline and Kirsten!

00:21:28.198,00:21:31.198

Plates Magazine: Hello everyone! If we haven't met, I'm Dee May. I'm the founder of Plates magazine. It's a biannual print publication that uses food as a conversation starter for meatier issues. No CEO interviews or celeb chefs here; I'm interested in the human stories in everyday ingredients.

Feel free to check it out here if you're keen:

IG/FB @platesmagazine

www.platesmagazine.com

00:24:17.077,00:24:20.077

Annelies Langelaar: Hi Melanie, this is Annelies, Programme Coordinator South and South East Asia at Free Press Unlimited

00:24:49.528,00:24:52.528

Rishad Patel: Hey Annelies — welcome back!

00:26:00.701,00:26:03.701

Rishad Patel: Hey Bidhya!

00:26:02.657,00:26:05.657

Shirley Cheong: Hey Bidhya

00:26:07.069,00:26:10.069

Annelies Langelaar: To all, I just grasp this opportunity to 'promote Free Pres Unlimiteds emergency support mechanisms; 1) legal support and 2) emergency support, see: <https://www.freepressunlimited.org/en/our-work/safety-for-journalists>

00:26:17.340,00:26:20.340

Bidhya Chapagain: Hello Rishad

00:26:19.850,00:26:22.850

Darathtey Din: Hello 🙌, I'm Darathtey, a freelance Comms professional who recently just started a newsletter.

00:26:31.602,00:26:34.602

Bidhya Chapagain: Hi Shirley

00:27:26.537,00:27:29.537

Rishad & Alan (Splice Beta): Hi Ellen!

00:28:27.096,00:28:30.096

Shirley Cheong: Welcome to everyone who just joined! We are super casual here in the chat box -- please introduce yourself, leave your contacts and drop your questions for Melanie here!

00:28:50.544,00:28:53.544

Shirley Cheong: hey Corinne!

00:28:59.250,00:29:02.250

Corinne Podger: Hey SC sorry I'm late

00:29:05.799,00:29:08.799

Plates Magazine: Hi Corinne!

00:29:22.221,00:29:25.221

Patricia Torres-Burd: Hello everyone - I work at MDIF and we often partner with Luminate - Melanie is spot on with her excellent advice!

00:31:00.951,00:31:03.951

Shirley Cheong: This really sounds like solid relationship advice :)

00:32:07.426,00:32:10.426

Corinne Podger: Hey Dee - sorry, internet's a bit sloooooow today.

00:33:38.191,00:33:41.191

Shirley Cheong: Thank you!

00:34:05.575,00:34:08.575

Patricia Torres-Burd: Bravo! Melanie this was perfect!

00:34:09.028,00:34:12.028

Shirley Cheong: @Melanie, could you stop sharing your screen? :)

00:34:25.523,00:34:28.523

Rishad Patel: Melanie, I have a really basic, basic question: does every good a business plan have to include a plan for revenue?

00:34:50.840,00:34:53.840

Shirley Cheong: :)

00:35:20.761,00:35:23.761

Mainuddin Ahmed: Sorry, I am leaving for a while

00:35:24.169,00:35:27.169

Shirley Cheong: Here's a tip sheet on fundraising from Melanie (Written pre-covid but still very

valid!)

<https://www.splicemedia.com/how-to-ask-for-money/>

00:35:38.944,00:35:41.944

Eva Constantaras: Like media, donors have often fallen into "Shiny Things Syndrome" when investing in digital media. How do we educate donors about the tendency to chase the latest tech and break the cycle of innovation spin?

<https://reutersinstitute.politics.ox.ac.uk/our-research/time-step-away-bright-shiny-things-towards-sustainable-model-journalism-innovation-era>

00:37:15.206,00:37:18.206

Corinne Podger: I suppose if I have a question, it's this: the journalistic mission and a strong sense of what an audience needs, doesn't always align with donors' interests or current priorities. But you do want to connect in a sensible way. Rishad more or less asked my question but how do you NOT do that

00:40:00.127,00:40:03.127

Patricia Torres-Burd: i have a comment / question

00:40:23.640,00:40:26.640

Kirsten Han: The borscht appears

00:40:34.859,00:40:37.859

Plates Magazine: mic isnt working!

00:40:36.121,00:40:39.121

Plates Magazine: sorry!

00:40:40.838,00:40:43.838

Shirley Cheong: That's good!

00:40:47.091,00:40:50.091

Corinne Podger: Well you could do a deal with Deliveroo

00:41:09.556,00:41:12.556

Shirley Cheong: Welcome back @Sandeep

00:41:27.227,00:41:30.227

Plates Magazine: (haha I'll try again in a bit!)

00:42:45.617,00:42:48.617

Rishad Patel: Pop your questions for Melanie in here, people.

00:43:56.903,00:43:59.903

Patricia Torres-Burd: PTB raises hand

00:44:44.779,00:44:47.779

Rishad Patel: You're next, PTB! Will call on you.

00:45:37.118,00:45:40.118

Corinne Podger: I really liked meeting City Dog Belarus's founder in Copenhagen last year - they have EIGHT sources of revenue so they're not overly dependent on any of them. They appear to have survived Covid, which is good to see.

00:45:47.023,00:45:50.023

Shirley Cheong: Here's the survey that Melanie was referring to

<https://www.splicemedia.com/splice-lights-survey-cutting-jobs-in-the-next-12-months/>

00:47:47.236,00:47:50.236

Rishad Patel: Darathtey, Zuha — you're launching/launched media startups/products — jump in with your asks for the donors in the chat!

00:48:59.487,00:49:02.487

Anne Marie Hammer: Hi everyone. I'm Anne Marie Hammer, fundraising and capacity building project manager for the Global Forum for Media Development. We're an international network of around 200 journalism support and media development organisations working across more than 70 countries. We are working on creating a set of tools and resources on fundraising and capacity building specifically for the media development sector. I'd be very interested in hearing what those on the ground need more information about.

00:49:13.229,00:49:16.229

Anne Marie Hammer: Please check out our website for funding opportunities. We're still just starting up this section of the website so any advice or feedback would be most welcome!

00:49:24.221,00:49:27.221

Yan Naung Oak: Have you seen many successes with Southeast Asia media orgs or CSOs doing fundraising locally from philanthropists in their home countries instead of western donors?

00:51:01.279,00:51:04.279

Plates Magazine: I asked Bridget and Caroline this question last week, but would love to hear from you, Melanie:

Q: Is there an unspoken rule about the maximum percentage of the ask (VS what's on offer). Also, should you ask for more or less than you need?

00:51:15.273,00:51:18.273

Darathtey Din: Thanks Rishad, my product is an infant. So, I'm just listening and absorbing all the tips :)

00:51:49.635,00:51:52.635

Rishad Patel: A newsletter? By you? We call that a media organisation. :)

00:52:39.988,00:52:42.988

Kirsten Han: 1-person media organisations! Like this:

<https://i.pinimg.com/originals/32/d6/d5/32d6d55aa0dfcd1b2a5f1923e3c9d7aa.jpg>

00:52:40.005,00:52:43.005

Rishad Patel: Coming to you, Dee! Unmute thyself.

00:52:41.755,00:52:44.755

Darathtey Din: 🙄

00:53:22.368,00:53:25.368

Zuha Siddiqui: This has been incredibly helpful -- thanks Rishad (and Melanie)! I've learnt so much

00:53:30.060,00:53:33.060

Yan Naung Oak: Thanks Mel!

00:54:34.598,00:54:37.598

Mirna Kh: How do we maintain a long-term relationship with donors without it being a spam of some sort? Do we reach out on a personal level?

00:54:42.161,00:54:45.161

Rishad Patel: Thank you Zuha. Would you like to talk to us about your donor experience? Let me know!

00:56:02.046,00:56:05.046

Plates Magazine: Thank you!

00:58:28.182,00:58:31.182

genesia alves: we like the splice newsletters

01:00:31.937,01:00:34.937

Zuha Siddiqui: Will email you Rishad -- thank you for this Melanie!

01:00:43.356,01:00:46.356

Shirley Cheong: They're real people!

01:00:44.478,01:00:47.478

Shirley Cheong: All the Beta sessions around funding will be archived here

<https://splicebeta.com/resources?tag=Funding>

Melanie's session will be added to the page in 24hrs, together with her presentation and the illustrations on relationship advice :)

01:00:45.983,01:00:48.983
Melanie Hui: Thanks all!

01:00:46.792,01:00:49.792
Corinne Podger: Thanks so much, this was excellent. Love the take-home on self-sustaining. yes am on course to launch podcast sometime in October.

01:00:48.937,01:00:51.937
Yan Naung Oak: thanks!

01:00:48.987,01:00:51.987
genesia alves: thank you very much!

01:00:50.517,01:00:53.517
genesia alves: so good.

01:00:51.546,01:00:54.546
Mirna Kh: Thank you for the session! This is was fruitful

01:00:52.844,01:00:55.844
Annelies Langelaar: Thank you!

01:00:54.461,01:00:57.461
Eva Constantaras: thanks!

01:00:54.993,01:00:57.993
Kirsten Han: Thank you to people who support our work, my cats thank you for the food they can eat

01:00:55.425,01:00:58.425
Emilie Tauloe-Jacobsen: Thank you!

01:00:55.880,01:00:58.880
Sandeep Varma: Thanks so much Melanie!

01:00:59.068,01:01:02.068
Plates Magazine: Thank you Melanie and Splice!

01:01:00.220,01:01:03.220
Shirley Cheong: Thank you & see you later!

01:01:00.951,01:01:03.951
Patricia Torres-Burd: Bravo!

01:01:07.648,01:01:10.648
Yan Naung Oak: Lol @kirsten