

Guidelines for Consulting Services

1. Strategic Consulting (for projects, which are not in the network of Bewegungsstiftung)

There are many ways in which those who want to change society can do so. A smart strategy increases the chances of making a difference. It is worth investing time to take advice in order to sharpen strategies with the people involved, to deepen analyses, to set goals, to consider the framing of a campaign, to plan press work and fundraising and many other things.

Time and again we meet groups and people with high commitment and good ideas, but they still lack important knowledge for political work. Often it is not yet clear how the political goal can best be achieved. Which way might be more goal-oriented: a public action or another form of political work? Discussing these questions with experts at the beginning can transform much of the optimistic mood into goal-oriented political work. Or experienced, competent people have new ideas and need some support in developing new strategically efficient planning steps.

With this offer, we want to help groups or committed individuals to act strategically, to be more capable and/or to gain other important competences to achieve self-defined goals better and faster.

Target groups

Groups and individuals who want to align their commitment strategically and /or more efficient and who are still at the beginning of their work.

Application criteria

The criteria defined in the [Funding Principles](#) apply to the application for consulting services. There you can find the criterion which is called "strategic". Our consulting offer aims to supply actors regarding this criterion.

Note on charitable status: Since this is an consulting service provided by the foundation, the groups applying for strategic advice do not have to be charitable.

Application procedures

Groups, initiatives and individuals can apply four times a year (February, May, August, and November) until the 1st Tuesday of the respective month. A decision on applications will be made within 2 weeks of the deadline. The successful applicants will get access to the consulting pool coordinated by the foundation, which includes experts in strategy consulting. The foundation will help to find the right consultant and the costs for the consulting service (up to 3,000 Euro) is taken over by the foundation. Decisions will be made by a three-member team consisting of a project support officer of the foundation plus two external persons from the foundation network.

Application

Gruppen oder Einzelpersonen, die sich um eine Strategieberatung bewerben, müssen auf maximal einer Seite folgendes darstellen.

A. Requesters

For groups: key information on applicant (as initiative, organisation, and network)

- Who is in the group? How is the group composed? How did the initiative come about?
How is the group linked with other groups and initiatives?

For individuals: key information on applicant

- What is the current political work like?
- Which are the contexts I'm networked in?

B. Starting position: What social problems does the group or individual want to overcome? What measures and goals are planned?

C. Challenge: The challenges the group or the individuals face should be clearly identified here. What are the strategic questions? What does the group want to clarify in this consulting process and with which goal in mind?

The application must be sent as PDF file to strategieberatung@bewegungsstiftung.de

2. Consulting service for grantees

(For grantees which are already part of the foundation network)

It is not unusual for grantees to notice that external consulting is required in a particular area that cannot be covered by Bewegungsstiftung's project support. This may apply to fundraising or the tackling of conflicts within in the group or to the field of sustainable activism. We want to meet this need with an additional consulting service.

Goal of our consulting offer

To improve our consulting offer and to enable projects to receive a more focused consultancy in addition to project support.

Target groups

All projects that gain access to the foundation network of Bewegungsstiftung through funding as well as movement workers are entitled to apply.

Criteria for application

All applications are subject to the criteria described in the [Funding Principles](#).

Application

An informal request to the responsible project support with a statement of the total costs for the desired consultation with the following information:

- What are the problems? Why do you require moderation, supervision, advanced training (at least give a rough outline)?
- Who do you want to work with and how did you check the quality of the advisor, consultant or supervisor etc. or the seminar? Or have you not yet got an external consultant and would like some tips from our project support team? We have compiled a checklist of what should be considered before commissioning an external mediation or moderation. You are welcome to request this from us. In any case, you should consider this checklist if you would like to get money for an external consultation.
- What is the timeframe?
- The fee for external consulting, if such is to be charged
- Amount of the total costs (including room costs, travel costs, possibly catering) organisation of the process (procedure, how many meetings, which additional costs (e.g. room, travel costs etc.)

Application procedure

- **Application** is possible at any time. All applications received by the **first Tuesday of the current month** (except July) will be considered.
- **Framework of support:** The supported groups receive a grant of up to 50% of the costs of consulting up to a maximum of 1,500 Euros.
- **Selection of groups:** Decisions are made by a three-person team (project support officer plus two external persons). This team decides maximum 2 weeks after the application deadline.

Status: December 2022