

Essentials of Fundraising (3 days)

How to raise funds for NGO activities

Course overview

Competition among NGOs in the acquisition of donor funding is very strong. In order to face the donors' expectations, the fundraisers have to improve and professionalize their work. This course is designed to give you practical and appropriate tools to raise funds successfully in favour of your organisation's activities. You will familiarize with marketing and strategic elements. You will then learn how to elaborate a grant proposal and a corporate partnership, as well as how to approach individuals and major donors.

Participants will have the possibility to make exercises in order to practice the theory, individually or in working groups.

Who should attend

The course will benefit in particular:

- Newly appointed fundraisers
- Newly appointed directors and department head of NGOs
- Project and programme managers
- Founder and board members of NGOs

Learning Objectives

On this course, participants will be able to:

- Use marketing tools in raising funds
- Understand the expectations of the donors
- Formulate a fundraising strategy
- Elaborate a grant demand
- Learn how to develop corporate partnerships
- Become familiar with individuals and major donors approach
- Improve communication skills

Course programme

Day 1	<ul style="list-style-type: none"> • Marketing tools in fundraising • Strategic elements in fundraising • Identification of budget lines and donors • Identification of NGO projects • Formulating the grant proposal • Writing convincing covering letters
Day 2	<ul style="list-style-type: none"> • Needs of corporate partners today and their expectations • Targeting potential corporate partners • Networking, research and contacts • Partnership proposals

Day 3	<ul style="list-style-type: none">• Development of a mailing concept (objectives, target, message, form)• Follow-up and statistics• Organisation of a charity event• Sponsoring proposals• Grant concepts of major donors
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Individual consultations Participants can obtain an individual consultation from the trainer during or after course on how to further develop a project of your own.

Course venue Check the course dates at the NMS website for the updated list of courses. If there is no course in your country yet, your and your organisation can bring courses on NGO management directly to NGOs in your country rapidly and easily.

For information about the partnership approach, the benefits for partner organisations and the three simple steps which are necessary to organize the first training course for NGOs in your community, please refer to the NMS website.