

Course Name

NGO Fundraising & Proposal Management

Donor Identification & Proposal Management

Course Overview

This course provides professionals working in non-governmental organizations (NGOs) with skills needed to identify and develop a pool of donors for their organization. It also guides enrolled professionals on successful proposal writing targeting different types of donors. The course is characterized by an interactive delivery approach to help learners build and strengthen their understanding of how to identify, qualify, and segment donors effectively for their organization.

Course Objectives

In this course, you will gain an introduction to the basic terminology and concepts in the field, along with an overview of the development cycle from identification and cultivation through stewardship and recognition. You will learn how to develop a case for support, identify and assess prospective donors, match a donor's interests and needs with your organization's mission and goals, recognize planned giving benefits to your donors, structure a successful solicitation, and respond to ethical dilemmas. You'll also examine career opportunities in the field, along with contemporary issues and trends confronting today's fundraising managers. Throughout the course you'll gain hands-on practice developing an array of written products for your fundraising and development portfolio

Who Should Attend

Professionals interested and/or working in the NGO sector

Course Duration

2 days

Course Outline

- 1- Introduction to Donor Relations and Fundraising Campaigns
- 2- Stewardship and Recognition Programs
- 3- Campaigns: Overview & Pre-planning
- 4- Campaigns: Opening & Closing a Campaign