

Course Name

NGO Fundraising & Proposal Management

NGOs Sustainability & Effective Fundraising Techniques

Course Overview

This NGOi course equips professionals engaged in fundraising activities for NGOs with key skills to develop a sustainability strategy for the NGO with an emphasis on financial sustainability (e.g. diversification of revenue streams, cost containment, adaptation to changing business cycles and external threats, etc.) as well as employ effective fundraising approaches including identification of and communication with donors and partners, multi-source fundraising, use of effective marketing tools, as well as ideas/projects presentation and pitching.

Course Objectives

Develop a sustainable strategy for the NGO with an emphasis on financial sustainability

Employ effective fundraising approaches

Who Should Attend

Professionals interested and/or working in the NGO sector

Professionals involved in the fundraising activities for NGOs

Course Duration

2 days

Course Outline

The two-day training is designed to help associations, networks and other non-profit organizations become more sustainable. You will learn how to successfully raise funds from private sources; foundations, companies and people.

The training will give you national and international fundraising insights, all to help get your projects, and even core costs covered. You will gain the right skillset and confidence to secure more resources, whether you are brand new to fundraising or you wish to improve your results

Over two days we will cover 4 key modules:

1. Strategic Approaches

- Key principles in private fundraising: the golden rules
- 7 steps to developing a sustainable fundraising strategy
- How to identify key sources- online and through local research
- Building an attractive and compelling Case for Support for the Cause

- Creating powerful fundraising messages for your Network/Organization
2. Specific Sources
 - Recruiting individual supporters as regular donors
 - Attracting High Net Worth Donors to your cause
 - Exploring the potential for online support through crowdfunding
 - Securing sponsorship and Corporate Social Responsibility from companies
 - Approaching foundations- matching their interests
 3. Ensuring Donor Engagement
 - Engaging support through your website
 - Creating a stewardship and Donor Love strategy
 - Developing a supporter journey for individuals
 - Engaging members as donors
 - Creating donor clubs for commercial sponsors
 4. Skills in asking for money
 - Asking for high value support one to one
 - Seeking support online or with direct mail
 - Creating effective foundation proposals
 - Negotiating for funds with companies
 - Valuing sponsorship options