

FR 101: Essentials of Fundraising Management Seminar Outline

I) Overview:

As organizations compete for donor dollars, they have a great need for fundraising professionals. With the focus increasingly on the individual contributor, fundraisers recognize the growing importance of planned and major gifts, the fundamental relationship between good management, financial and marketing skills, and the ability to develop strong case statements for grant proposals.



For nonprofits, fundraising and grant writing is fundamental to their survival. This course is designed to provide an overview of fundraising topics. The emphasis is on the grounding of fundraising in philanthropy. This course will explore fundraising and grant writing including but not limited to the following: the principles and strategic issues of fundraising in nonprofit organizations, identifying fundraising needs and goals, designing a viable fundraising program (campaign), annual fund and capital campaign methodologies, working with volunteer boards, creative fundraising activities, grant writing; understanding grant requirements and their relationship to the nonprofit.

“FR 101: Essentials of Fundraising Management” is a practical seminar designed by experts in international funding organizations and management of multidisciplinary projects.

II) Who should attend?

This seminar is intended for NGOs’ managers and team leaders, representatives of municipal authorities, senior staff of utilities service providers, community representative and activists, and other candidates intending to assume an active role in applying professional procedures in fund raising, preparation of project proposals and project management activities. Other project personnel and functional managers who work with projects will benefit substantially from a better understanding of how their functional responsibilities fit into the total project cycle management.

III) How you will benefit?

Develop and enhance the contributions you make to your organization by being able to:

- Understand the requirements to launch and conduct a viable fundraising program.
- Understand how to be creative with fundraising activities.
- Understand and be able to write effective fundraising proposals and solicitation letters.
- Understand the nature and requirements of grant writing for nonprofits.
- Understand grant requirements and their relationship to nonprofit needs and programs.



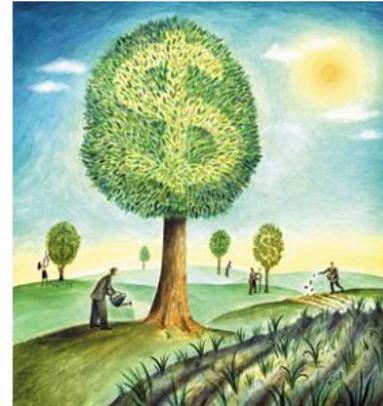
IV) Course Outline:

A. Introduction to Fundraising

1. Fundraising tools:
 - fundraising team
 - fundraising skills
 - fundraising equipment and technology
2. Fundraising premises and misconceptions
3. Ethical Frameworks for Fundraising
4. The Fundraising Cycle

B. Developing your fundraising plan and proposal

1. Getting started: set your fundraising goal.
2. Evaluate your non-profit's fundraising assets
3. Develop your fundraising strategy
4. Create the final plan
 - Business Plan Elements
 - Need Assessment
 - Stakeholders analysis
 - Base line data
 - Project objectives, outcomes and outputs
 - Log Frame Approach (LFA)
 - Log Frame Matrix (LFM)
 - Indicators of achievements
 - Assumptions and Risk Management
5. Create the final proposal
 - Proposal Outline
 - Introduction
 - Marketing
 - Financial Management
 - Operations
 - Concluding Statement
6. Project Feasibility Issues



C. Donor Research

1. Fundraising Activities, Techniques and Ideas
2. National Funding Sources
3. International Funding Sources
4. Background research
5. Get to know your existing supporters
6. Annual renewals of support
7. Lectures, small events and parties for major supporters
8. How to evaluate a donor acquisition effort
9. create the final plan