

FUNDRAISING AND DEVELOPING RELATIONSHIPS WITH DONORS

DAY 1

9.00 – 10.30 I Session: Strategic Mode Fundraising I

Objective of this session is to show good practices in fundraising which are reflected in careful planning and understanding what each donor wants.

- Why panic mode fundraising is a bad idea
- Developing organisation's strategy paper document

10.30 – 10.45 Coffee Break

10.45 – 12.15 II Session: Strategic Mode Fundraising II

Objective of this session is to show good practices in fundraising which are reflected in careful planning and understanding what each donor wants.

- Creating an evaluation of organisation's achievements and project results
- Putting together list of donors (current, new, and old ones) and coming up with answers on what are the best ways to secure their funding.

12.15 – 13.15 Lunch Break

13.15 – 14.45 II Session: New Donors – Initial Approach

Objective of this session is to give a practical input on how should organisation approach a new donor, what are the best ways, and how to initiate two-way communication.

- How to compose initial email; How to approach a donor at a social event; How to form key messages and should you do that at all; Inviting donors to your events or meetings; organising a donor meeting with several donors, etc.

14.45 – 15.00 Coffee Break

15.00 – 16.30 III Session: New Donors – Building Relationship(s)

Objective of this session is to show to programme managers and organisations' representatives how they should make an in-house Donor Communication Plan for nurturing donor contacts and making the best out of it.

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- Donor Communication Plan for the current donors as well as new donors who just approved a project
- Donor Communication Plan for the donors who refused previous project proposals

16.30 – 17.30 IV Session: Open Discussion/ Q&A Session

Objective of this session is to collect (phrase) the issues organisations are mostly facing with, in order for them to receive a practical input the next day of the training.

DAY 2

9.30 – 10.00 I Session: Quick Revision of Modules I, II, III, IV

10.00 – 11.30 II Session: Maintaining Relationships with Current Donors

Objective of this session is to equip program managers and organisations' representatives with tools and practical guide for establishing viable and successful communications with their current donors.

- Tailor-made donor communication plan and main communication elements, tools – personalised communication; ways of writing emails; tackling donors' emotions; We and You instead of Me and I; Occasional meetings (quarterly); Requesting feedback from a donor (ways of including a donor in decision making), etc.

11.30 – 11.45 Coffee Break

11.45 – 13.15 III Session: Ways of Fundraising

Objective of this session is to introduce to organisations representatives ways of fundraising so that they can make annual fundraising plans, making the fundraising efforts less complicated and less time consuming.

- Annual/Multi-annual grants; Local/Cross-regional grants; Full support/Co-support
- Fundraising through: Call for Proposals; Direct Proposals, Open Funds/Small Scale Grants; Sponsorships; Sustainability efforts/Commercialisation
- List of donors per above categories

13.15 – 14.15 Lunch Break

14.15 – 15.45 IV Session: Practical Work I

Objective of this session is to help training participants understand needs and constraints they are faced with.

- Practicing Communication Skills and using various communication tools: how to pitch/sell your idea; how to form what do you want to say, when to say it, to whom to say it, how to say it.

15.45 – 16.00 Coffee Break

16.00 – 17.30 V Session: Practical Work II and Q&A

Objective of this session is to help training participants acquire skills and techniques for successful communication with a donor.

- Practice and activities that trainees have recognised important
- Open Discussion/Q&A
- Wrap Up