

- Focus Training -

## FUNDRAISING FOR CIVIL SOCIETY

BUILD YOUR OWN SUSTAINABLE REVENUE MODEL

24 - 27 September 2019 in New Delhi, India



**REGISTER  
HERE**

## BENEFITS

This 4-day training will equip you with effective fundraising strategies and innovative tools which will help you achieve measurable results.

- Explore innovative ways to identify and approach new funding opportunities
- Learn how to create powerful content to increase your organisation's visibility, raise awareness, and attract donors
- Learn how to lead and manage your team to generate ideas and improve performance
- Analyse success stories and develop a promising action plan for your fundraising and marketing campaign

**Please note:** Course language is English.

## WHO CAN REGISTER

- You are working actively with Civil Society and fundraising is an integral part of your work

## PROGRAMME OVERVIEW

### Day 1 | 24th September 2019

- Welcome & Introduction
- Key aspects of Civil Society: Why is civil society important?
- Introduction: Historical context of fundraising
- Your fundraising mix and financial autonomy

### Day 2 | 25th September 2019

- Organisational Leadership: Helix model
- Key tasks of team leadership
- Your country context: PEST Analysis
- SWOT of your own fundraising

### Day 3 | 26th September 2019

- Donor analysis and mapping
- Marketing Communication: Who are our targets and how do we reach out to them?
- Fundraising Tools: What kind of activities is my organisation going to do?

### Day 4 | 27th September 2019

- Fundraising Canvas: Developing an effective fundraising plan for your organisation
- Future Trends: Latest fundraising innovations
- Evaluation, Certification & Closing

## REGISTER BY 10 SEPTEMBER 2019

### International & Affiliated NGOs:

EUR 450 (or equal amount in INR)

### National NGOs:

EUR 250 (or equal amount in INR)

#### Fees include:

4-day training, materials, lunch & coffee

#### Not included:

Travel expenses, visa, accommodation

### 10% DISCOUNT

**Early birds:** Register by 27 August 2019

**For special discounts, please contact:**

registration@civilsocietyacademy.org

### CANCELLATION POLICY

50% will be charged if cancel 2 weeks prior



**SUBHANKAR CHATTERJEE** has 19 years of experience working in the development sector. He is in the lead for CSA in India. Prior to joining CSA he had worked with Welthungerhilfe, Tata Trust and PRADAN. Subhankar has extensive experience working with large scale programmes on livelihoods and skills development, food and nutrition security, and social entrepreneurship, and strengthening community institutions in South Asia.



**TRANG NGUYEN** has a degree in Social Sciences and has worked in different development organizations, including a research institute, in Germany, Vietnam, and India. She is a full-time staff at CSA and her roles include marketing communication, IT architecture, team and happiness, as well as facilitation. Trang is a young, creative and forward-thinking person who loves to learn, share, and connect with like-minded and peers.