

3 days

# Strategic Planning and Fundraising skills



Organisational development for a sustainable future

9th - 11th September '19  
£1000 + VAT Brighton, UK

Find out how your organisation can grow by planning and implementing your fundraising strategically:  
**develop a more sustainable organisation or project funding by creating the right conditions for successful income generation**

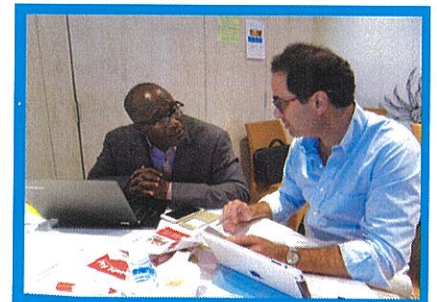
## Why choose this course

Whether you need to strengthen and have more strategic control of your fundraising programmes, or simply diversify your income, this training will help you improve your organisation's long term financial sustainability. It combines the facilitators' global expertise with participants' knowledge and experience in a way that helps each individual understand how to create the conditions for successful fundraising. It is designed for fundraisers (including those new to it), and project managers, who want to develop strategic income sources.

## What will you learn?

Through a mix of practical case studies, theory and participatory activities you will learn how to:

- build a case for support to present to potential donors
- apply influencing skills and understand a variety of fundraising techniques
- write and present a draft fundraising strategy
- prepare individual action plans for creating a sustainable organisation.



*"Excellent training experience, showing knowledge and views with different organisations and stakeholders in the social development environment. Learning material and subject was very relevant to my job. I walked away with a clear Action Plan to implement what I have learned!"*

Eloise de Villolobas, Results Specialist, IFAD, Rome, Italy

## Circle of Influence and Influencing Strategies

Visioning – Developing a Case for Support

Action planning for behaviour change

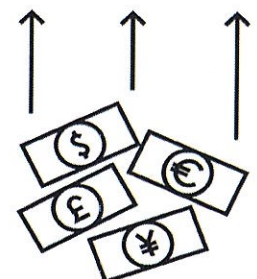
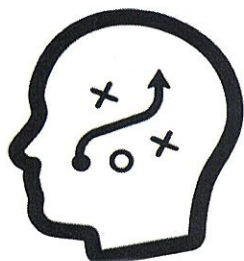
Organisational Funding Strategies

Organisational Assessment

Fundraising Techniques

Strategy Components

Presentation skills



For any help and advice please see our website or get in touch!

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