

Online Workshop

Workshop on "Resource Mobilisation During Covid Times"

July 28, 2021

Course Concept:

Resource crunch is one big problem that most NGOs are facing worldwide. Beside this, policies of some donor organisations wanting Local Contribution (LC) to receive subsidies, makes it difficult for small NGOs to get the needed resources to take up new initiatives with the cooperation of donors.

This workshop will introduce you to the nuances of fundraising. Aside of that you will improve your communication skills to become a 'better-fundraiser' and will be able to develop a compelling and consistent message and deliver it to increase the visibility of your NGO. This programme will explore ways through which small and medium NGOs can raise resources to supplement the grants or take up independent programmes on behalf of the community. During these pandemic days it is more important as NGOs want and have to help more and more people in their project area.

Course Content:

- Friend Raising Before Fundraising
- The Art of 'Asking' and Communication in Fundraising
- Fundraising Tools and Techniques
- Developing strategies for 'Fund Developing'
- Designing Practical Fundraising Activities

Who will Benefit from this Course?

- NGO Leaders, Board Members, Senior Project Staff and Members of Fundraising Team.
- Those who work with civil society and community-based organisations.
- Social enterprises.
- Young NGO professionals who wish to enhance their skills in Fundraising.

Meet the Trainer:

Dr. Tom Jose is passionate about Fundraising and Resource Mobilisation. He has a wide experience in the development sector both as practitioner and trainer. Participants will certainly be motivated by his sessions and begin a new approach to fundraising through friend raising.

*Registration Details

Date, Time and Place: **28th July 2021, 11:00Hours – 16:00 Hours (IST) on ZOOM**
Programme Cost: Rs.1250/- + 18% GST
Last Date for Registration: 15th July 2021.

Contact Details:

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