

Online Training
Annual Report for Branding & Fundraising
November 22, 2021

Course Concept:

Writing an annual report is a herculean task for many NGOs. Often times the deadlines brings headache to the staff on the task. No wonder no one wants to take full responsibility, especially during times like this. It is here we can work out a team strategy of sharing loads and making it happen and happen on time. It's not surprising how most people see annual reports as a time-consuming and intimidating task to complete. While it's true that developing paperwork can be scary and discouraging, it doesn't always have to be that way. Instead of considering it as a monotonous job and bring out a dry product, with dull your data, you can construct an interesting and authentic annual report with the help of a few tips.

With this short programme, KKID would like to share with participants these tips to make your annual report meaningful and power-packed, and the work on it challenging but interesting.

Course Content:

- The importance of an 'Annual Report' or an NGO
- Essence of an Annual Report and process of designing
- Content of an Annual Report and Process of Writing
- Making the Annual Report as a Branding and Fundraising Tool
- Ethics and sensitivity in writing

Who will Benefit from this Course?

This programme will primarily address those with anxiety over drafting the annual report year and after year. But Dr. Tom has designed this programme for the entire NGO staff who should work as a team in bringing out a creative and meaningful Brand building instrument for the organisation.

Meet the Trainer:

Dr. Tom Jose has over 28 years of experience in supporting NGOs through the process of their development work, starting from project planning to finally documenting and reporting. The annual report is the culmination of a year's work in any organisation. With his experience as a practitioner and trainer, Dr. Tom has guided hundreds of organisations in bringing out a meaningful annual report, particularly making it a brand building and fundraising exercise. Participants will find his sessions value packed with enriching contents.

***Registration Details**

Date, Time and Place: **22nd November 2021, 11:00Hours – 16:00 Hours (IST) on ZOOM**
Programme Cost: Rs.1250/- + 18% GST
Last Date for Registration: 17th November 2021

Contact Details:

Mr. Muralitharan Email: trainings.desk1@kkid.org Landline: **9786854541**