

## 3-day Workshop on

### Fundraising Strategies and CSR Partnership

Are you looking for greater possibilities to support groups and communities that are less fortunate and have resource constraints? Would you like to explore alternative means to increase your fund base so that you can reach out to more people? Are you in the threshold of moving out of your regular donor support? Then this programme is just for you to improve and develop your understanding and knowledge of fundraising. KKID would like to offer this fundraising course covering basic principles and best practices in fundraising. You will also learn how to ensure your fundraising activities are legal and ethical. As a result you should be able to better contribute to your organisation's fundraising effectiveness and understand the need for building relationship(s) for better sustainability.

#### Your gain during these 3-days

By attending this course you will gain increased confidence through your improved knowledge and understanding of fundraising. This will help you develop your fundraising practice. You will have a better understanding of the fundamentals of why and how donors and supporters give, and have insight into how you can measure the success of your activities. Crucially you will also find out more about the legal requirements and standards which apply to fundraising.

#### Major themes

- ❖ Concept of fundraising? Need and Importance
- ❖ Communication in Fundraising
- ❖ Tools and Methods in Fundraising
- ❖ CSR opportunities for NGOs
- ❖ Developing alternative Fundraising Strategies
- ❖ Legal and ethical compliances in fundraising

### Programme Details

Venue	: KKID – Coimbatore
Date	: 18-20 October 2022.
Language	: English
Cost	: Rs.6000+ 18% GST (incl. food & accommodation)
Last Date	: 3 <sup>rd</sup> October 2022.
Resource	: KKID Resource Team

### Who should Participate

This programme is designed for individuals who are new to fundraising and also equally relevant for volunteers and trustees who need to expand their knowledge of fundraising. We prefer to invite a team from an NGO who would form the fundraising unit. It's also suitable for people who are not yet working in the sector or considering a career change into fundraising.

### Payment

The completed registration form should be sent along with the course fee through DD/Cheque drawn favouring: **Karl Kübel Foundation for Child and Family**, payable at Coimbatore; addressed to:

#### The Executive Director

Karl Kübel Institute for Development Education  
Anaikatti Road, Mankarai, Coimbatore -108.

Ph: 0422 6454541 / 9585154541

Visit us : [www.kkfindia.com](http://www.kkfindia.com)

### Note:

For Further Details and Registration...

✉ Write to: [trainings.desk1@kkid.org](mailto:trainings.desk1@kkid.org)

☎ Call: Muralitharan- Training Coordinator on **9047698422**.