

**Essentials of Fundraising & Marketing, Short Course**

This program will give nonprofit leaders the tools necessary to effectively evaluate their fundraising and marketing efforts. Participants will learn the role of leadership in fundraising & marketing, solicitation & marketing strategies for different types of donors, the role that brand image plays in an organization and how to engage the board in fundraising & marketing efforts.

**Overview**

Fundraising and marketing are critical strategy components to the success of all nonprofit organizations. The objective of this course is to allow nonprofit leaders the opportunity to develop skills to evaluate, change and implement new and effective fundraising & marketing programs. Participants will learn how to assess their current situations and to think creatively when searching for resources and tools relevant to advancing their organizations. They will learn to look at their markets, find where donors live and work, gain insight into why people give, understand branding and how to evaluate and build their own organizations brand and how to engage their boards in the important work of fundraising & marketing.

###### **Key benefits:**

1. The role of leadership in fundraising and marketing
2. An understanding of the marketing mix most effective for a non-profit organization
3. The role that "brand" image plays in an organization
4. How to effectively evaluate your marketing and fundraising efforts

## **Programme Structure**

**Essentials of Fundraising**

1. Overview of most recent Giving USA report and an understanding of what to expect in 2017-2018
2. Participants will gain an understanding of why people give and then focus on the following keys to a successful fundraising effort:

- Understand the current environment   
- Build strong leadership partnerships   
- Focus on the donor   
- Encourage closer relationships with the donor   
- Make the ask   
- Continue cultivation

**The Customer-Focused Non-profit**

In these sessions, we will take a look at some of the best practices of marketing strategy and how they can be applied to the challenges faced by non-profit organizations. We will talk about market segmentation and how it allows us to increase the effectiveness of our effort. We will also discuss the challenge of target selection and the real need for focus. And finally, we will talk about how to position ourselves, in the increasingly competitive world of fundraising, to enhance the value of giving for potential donors.

**Understanding Donors and Motivations for Giving :**

Today’s donors are increasingly disloyal and unpredictable. How, then, does the savvy fundraiser engage for success? Success and sustainability in fundraising hinges on a keen understanding of donors and their motivations for giving. In this session we’ll examine current trends in individual giving and consider strategic approaches that take these trends and shifts in donor engagement into account. With digital strategy and new forms of philanthropy taking a larger and larger role in the giving equation, this session will spend a great deal of time on getting inside the donor’s thought process and applying communications tools for successful engagement, retention and renewal. 

**High Touch Branding: Is Your Messaging Prompting the Right Action?**

1. Understand the relationship between branding and marketing in order to leverage each one to achieve “business” results
2. Identify the experiential elements of your brand
3. Close the perception gap
4. Align on reasonable, realistic next steps

**Engaging the Board in Fundraising & Marketing :**

In this interactive session, participants will brainstorm why people serve on boards and what boards really do. They will then gain insight on key board activities, ways/ideas to engage the board in fundraising and marketing, how to create fundraising strategy and goals for the board, how to utilize the board to identify prospects and cultivate relationships, how to use the board to build brand awareness, and how to involve them in the solicitation process – from making the ask to ongoing stewardship.

**Leading in the Age of Social Media :**

Focusing on reputation, shared perception and leadership, these sessions will help participants gain insight into effective social media strategies. Participants will be able to assess their current social media plan by looking at the following key areas:

1. How do people form perceptions and how does that impact your online presence?
2. Advantages and disadvantages of various social media tools
3. How do you use these social media tools to achieve your goals and mission?
4. How can you use social media to enhance your reputation

**Applied Learning Tracks**

Track 1 – Fundraising: Leveraging Limited ResourcesTrack 2 – Marketing: How to Get the Work Done

1. The class will be divided into two groups and participants will be able to ask specific questions about fundraising and marketing issues at their organizations. They will get feedback from both the faculty and their classmates.

## **Audience**

1. CEOs and Executive Directors of Non-profit Organizations
2. Board Members of Non-profit Organizations
3. Department Heads with Oversight of Development and/or Marketing Functions of Non-profit Organizations
4. Team Members with Development or Marketing Responsibilities of Non-profit Organizations

## **Detailed Programme Facts**

* Deadline and start date
* Programme intensity : Full-time
  + Full-time duration : 5 days

**Course Dates**

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| **Workshop 1 Course dates** | **8 April 2019- 12 April 2019** |
| **Workshop 2 Course dates** | **10 June 2019- 15 June 2019** |
| **Workshop 3 Course dates** | **5 August 2019- 10 August 2019**  **9 September 2019- 14 September 2019** |
| **Workshop 4 Course dates** | **7 October 2019- 12 October 2019**  **11 November 2019- 16 November 2019** |
| **Price Per Person** | **$ 3 050 includes pick up from Airport to and fro, pick up from lodge to and fro to the training Center** |
| **Accommodation** | **$780 per person for 12 days (This include bed and Breakfast and Dinner) vat Included** |
| **Total Including Accommodation** | **$ 3.830.00** |
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