

Fundraising for non-profits: Sustainable Networks & Associations



Day 1: November 26, 2018

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| 09.00 | Welcome and introductions <ul style="list-style-type: none">• aims• structure• ground-rules |
| 09.30 | Key Ideas in Fundraising <ul style="list-style-type: none">• key fundraising principles• your value proposition• creating a USP |
| 10.30 | Break |
| 11.00 | Strategy Approach <ul style="list-style-type: none">• =mc strategy model• creating case statements• analysing your situation |
| 12.30 | Lunch |
| 13.30 | Corporate Engagement <ul style="list-style-type: none">• the corporate spectrum• characteristics of sponsorship• key trends in corporate giving |

15.00	Break
15.30	The ISSA Case <ul style="list-style-type: none">• background on ISSA• how we built up our fundraising and income generation activities
16.00	Bonus session: Predictably Irrational <ul style="list-style-type: none">• What is Behavioural Economics (BE)?• System 1 and System 2 thinking• using BE in fundraising and campaigns
17.45	Close
19.00	Networking Dinner (optional/own cost)

Day 2: November 27, 2018

09.00	Welcome and Review of Day One
09.15	Trusts & Foundations <ul style="list-style-type: none">• understanding foundations• writing problem statements• developing winning proposals
10.30	Break
11.00	Individual Giving <ul style="list-style-type: none">• relationship fundraising• hygiene factors & motivators• supporters as donors
12.30	Lunch
13.30	Major Donors <ul style="list-style-type: none">• What is a major donor?• engaging major donors• managing relationships
15.00	Break
15.30	Action Plan <ul style="list-style-type: none">• review of strategy approach• personal action plan• organisational plan
17.00	Close