BLACKBIRD FOR TRAINING

Strategic Fundraising and High-Impact Resource Mobilization for NGOs

14 – 18 June 2027
Kigali (Rwanda)

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PARTNER



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Introduction

The "Strategic Fundraising and Resource Mobilization for NGOs" course is designed for NGO professionals who are committed to mastering strategic fundraising and resource mobilization to ensure long-term success. Throughout this course, participants will explore both traditional and modern fundraising strategies, with an emphasis on innovative methods to secure funding and mobilize resources effectively. By delving into strategies such as donor engagement, grant writing, digital fundraising, and building strategic partnerships, this course will equip attendees with the tools to create sustainable financial models. By the end of the course, attendees will leave with practical skills to implement high-impact resource mobilization strategies, ensuring the long-term financial sustainability of their NGOs.

Course Objectives

By the end of this course, participants will be able to:

- Master Fundraising Strategies: Learn how to develop and implement comprehensive fundraising strategic plans tailored to NGOs.
- Engage Donors Effectively: Build and sustain long-term relationships with donors to ensure continuous support.
- Leverage Digital Platforms: Utilize digital fundraising tools and strategies for effective resource mobilization.
- Create Sustainable Financial Models: Design strategies that ensure your NGO's long-term financial stability and growth.
- Utilize Grant Writing Skills: Master the art of writing compelling grant proposals to secure funding from multiple sources.
- Build Strategic Partnerships: Learn to forge impactful partnerships with corporations, foundations, and government entities.
- Implement Resource Diversification: Understand the importance of diversifying funding sources to reduce reliance on a single stream.
- Measure Fundraising Impact: Learn how to track and optimize your fundraising campaigns for greater efficiency and success.
- Develop High-Impact Campaigns: Design fundraising campaigns that resonate with donors and generate lasting impact.
- Foster a Culture of Giving: Cultivate an environment within your NGO that encourages continuous donor engagement and contributions.



Course Outlines

Day 1: Foundations of Strategic Fundraising for NGOs

- Understand the principles of strategic fundraising and fundraising strategic planning for NGOs.
- Learn how to create a comprehensive, adaptable fundraising strategy for your NGO.
- Explore methods such as individual donations, grants, and corporate partnerships.
- Understand the donor lifecycle and how to engage various donor types.
- Review successful case studies of fundraising events in NGOs.

Day 2: Engaging Donors and Building Long-Term Relationships

- Learn techniques to build trust with individual and institutional donors.
- Develop strategies for long-term donor engagement and retention.
- Understand the importance of personalized communication to foster donor loyalty.
- Explore the concept of major donors and how to cultivate relationships with high-net-worth individuals.
- Learn how to recognize, appreciate, and engage donors to maintain long-term relationships.

Day 3: High-Impact Digital Fundraising and Resource Mobilization

- Discover the role of digital fundraising in modern resource mobilization.
- Learn how to create and execute successful online fundraising campaigns.
- Utilize social media, crowdfunding, and email marketing for resource mobilization.
- Leverage peer-to-peer fundraising, mobile giving, and e-commerce to diversify funding sources.
- Learn best practices for using digital storytelling to engage donors.

Day 4: Writing Effective Grant Proposals and Building Partnerships

- Master the art of crafting persuasive and compelling grant proposals.
- Identify suitable grant opportunities and align them with your NGO's goals.
- Explore key components of a successful grant application.
- Learn how to build strategic partnerships with corporations, foundations, and governments.
- Develop strategies for engaging in corporate social responsibility CSR partnerships.

Day 5: Measuring Success and Building a Culture of Resource Mobilization

- Learn how to measure the effectiveness of your fundraising campaigns.
- Understand the importance of tracking and analyzing fundraising data.
- Develop techniques to optimize fundraising strategies based on data insights.
- Cultivate a culture of resource mobilization within your NGO for continuous fundraising success.
- Create a sustainable fundraising plan aligned with your NGO's mission and goals.



Why Attend This Course: Wins & Losses!

- Gain essential skills for strategic fundraising to support your NGO's mission and growth.
- Learn how to craft a comprehensive and adaptable fundraising strategic plan that will ensure long-term success.
- Master donor engagement strategies to build lasting, meaningful relationships with your donors.
- Tap into the power of digital fundraising and modern resource mobilization tools.
- Write compelling grant proposals that open doors to new funding opportunities.
- Build strategic partnerships with corporate and government entities to diversify your funding sources.
- Use data to measure the success of your fundraising campaigns and optimize future efforts.
- Create high-impact fundraising campaigns that inspire donors and generate the necessary resources.
- Foster a culture of giving that encourages continuous support for your NGO.
- Equip yourself with the tools and strategies to position your NGO for long-term financial sustainability.

Conclusion

By attending this course, you will acquire the practical knowledge and skills required to build sustainable funding models, foster strong donor relationships, and diversify your resources. With proven strategies for digital fundraising, grant writing, and resource mobilization, you will significantly enhance your NGO's capacity to secure the funding and partnerships needed to succeed.

Learn from best practices and real-world examples, and position your organization for long-term growth and impact.

