

Training & Coaching for fundraising & leadership development

Capacity building is an integral part of organizational development. Getting expertise through training and coaching helps staff and leadership advance their skills, gain a different perspective and insight on fundraising and leadership development within the organization. We provide engaging and participatory trainings, in topics such as:

- ✓ How to build a strong fundraising team
- ✓ How to enhance leadership in your organization
- ✓ How to build a strong governance scheme in your organization
- ✓ How to approach the right donors
- ✓ How to establish meaningful and long-lasting relationships with donors
- ✓ How to write high-quality funding proposals
- ✓ How to prepare for meetings with major donors & manage conversations with them
- ✓ How to establish a major donor fundraising operation in your organization
- ✓ How to build an inspiring philanthropic culture in your organization

We also design and deliver customized trainings, according to our partners' individual needs.

Strategic Planning

Strategic planning is an essential step before you decide to engage in major donor fundraising, because donors want to know where your organization is going, the pathway to get there, and the resources needed to do so. They want to know what impact their donation will have. A coherent, comprehensive Strategic Plan will provide donors a clear direction of your organization and it will ensure internal alignment.

Our approach in building your Strategic Plan in three steps:

ASSESS->	ENGAGE->	CREATE
<ul style="list-style-type: none">✓ Review key strategic documents of the organization✓ Evaluate past successes & challenges	<ul style="list-style-type: none">✓ Consult with internal & external stakeholders✓ Organize strategy workshops with key staff	<ul style="list-style-type: none">✓ Build out the strategic plan✓ Enhance internal ownership & accountability

Fundraising Planning

Organizations who seek to grow their income must have an in-depth understanding of their needs, limitations and aspirations. A Fundraising Plan provides the necessary analysis and context required to understand the capacity of your organization and set fundraising goals. Whether you are pursuing new funding streams, a boost to your organization's income, or want to develop new fundraising programs, a Fundraising Plan will outline a comprehensive strategy to achieve your goals.

Our fundraising planning process in four steps:



Governance Development

The board's role in fundraising is to provide leadership, advice and counsel, financial support and connection to donors and potential donors. The board must be structured to meet the primary needs of the organization and support the fundraising team to reach the organization's fundraising goals. Establishing a strong Board of Directors is crucial to the development of an organization and its fundraising success. We work closely with our partners to help them:

- ✓ Build a governance structure that will serve the needs of the organization
- ✓ Recruit the right people for the Board of Directors (BoD)
- ✓ Engage the members of the BoD in the mission and vision of the organization
- ✓ Develop connections between the BoD and staff

Major Donor Fundraising Program Development

Our team can help you establish a major donor fundraising program in your organization, working closely with your people on:

- ✓ Recruiting and training a fundraising team
- ✓ Engaging leadership and the Board of Directors
- ✓ Aligning fundraising with strategy

- ✓ Developing systems and processes
- ✓ Designing fundraising policies
- ✓ Producing materials appropriate for major donor fundraising
- ✓ Aligning communications

Fundraising Readiness Study

The Fundraising Readiness Study looks into the various aspects of the organization to determine whether the organization is ready to fundraise. It examines key success factors, such as:

- ✓ Leadership
- ✓ Strategy
- ✓ History of giving
- ✓ Brand awareness & Communications
- ✓ Structure & Infrastructure
- ✓ Fundraising policies & processes
- ✓ Donor relationship management
- ✓ Financial & human resources

The Fundraising Readiness Study allows you to look deep into your organization's operations and understand the necessary internal interventions that need to happen, which are crucial for its fundraising success. Through this study, we are able to provide recommendations that help you make improvements for the development of the organization and its fundraising success.

Fundraising Feasibility Study

A Fundraising Feasibility Study allows you to prepare for a major fundraising campaign, by providing answers to key questions:

- ✓ Is the case for support appealing and compelling to donors?
- ✓ Is the fundraising goal realistic and achievable?
- ✓ Are there any concerns for the campaign?
- ✓ Are there potential ambassadors who could lead the campaign?
- ✓ Is the time right to do this campaign?

The Fundraising Feasibility Study is crucial for the success of a fundraising campaign. It enables you to set realistic goals and see a clear path to reach them. It creates engagement and alignment inside your organization. It is a cultivation process with donors, bringing them closer to the organization and sometimes it helps you even elevate the campaign with the first gifts. We support you throughout this process to ensure the best possible preparation and the higher likelihood for your campaign to succeed.

Fundraising Campaign

A fundraising campaign for a major program or cause pulls together the internal resources of an organization and creates a unique momentum for a collective effort with astonishing results. It enables your organization to raise substantial income for its programs.

We support you to prepare and implement fundraising campaigns with a step-by-step disciplined approach, which includes ten stages, carefully planned and executed:

