



**Online Training**

# **Fundraising & Resource Mobilisation**

*Organising and developing your organisation  
and its people for maximum performance*

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**11 - 19 May 2021**



**Interactive, personalized  
and fun**



**Meets and exceeds the quality  
that you have come to expect**



**A diverse and truly global  
learning community**



**Adapted to meet newly  
emerging management  
challenges**



## Why this course?

There are many strategies NGOs can employ in order to mobilise resources for improved service delivery. Too often NGOs complain about not having enough funding or enough resources to accomplish their goals, and too often NGOs rely on singular funding streams from donors, which are provided over limited time periods. Successful NGOs are finding ways to work with markets and help business "do well while doing good."

In this training, it will be discussed, how NGOs can influence business practices, build corporate partnerships, and develop earned income ventures all ways of leveraging market forces to achieve social change on a broader scale.

## Course objectives

By the end of this course, you will:

- Understand the essential components of an integrated fundraising plan.
- Know the steps in resource mobilization for fundraising.
- Understand different types of donors and their motivations.
- Have increased their ideas on how to identify funds, including corporate funds / CSR.
- Understand the link between external communication and fundraising.

## Who should join?

Programme/project managers and professionals, directors and line managers with fund raising responsibilities, and consultants and/or advisers.

## Essential Information

### Date

11 - 19 May 2021

### Registration deadline

4 May 2021

### Course fee

975 EUR (tax exempted)

## Special offers

- **5% early bird discount** for payments completed by 4 March 2021.
- **10% discount** for MDF alumni who attended an MDF course within the past two years.
- **1 free place** for a group of six registrations from the same organisation.



## Key topics

This course is offered over a set of six sessions which last six hours each. The course is based on a participatory, active learning approach, and combines guided virtual classroom sessions with learning at your own pace. The following topics will be covered in the course, which might be further adjusted to suit participants' training needs.

- Identify your resource needs - how much money do you need and when?
- Organisational strategy: Vision, mission, values
- Organisation's USPs
- Sources of funding
- Elements of a funding plan
- Overview of fundraising: what we know already
- Steps in Resource Mobilisation
- Step 1 to 3. Recognition, Relations, Resources
- Step 4. Action: Making a fundraising plan
- Match-making strategies
- Landscape & scanning for funding opportunities and Go/No Go
- External relations, external communication, branding
- Personal reflection and action plan

## Meet your trainers



**Thilakan Sathasivam**  
Senior Trainer/Consultant  
Director of MDF Bangladesh  
Email: [ST@mdf.nl](mailto:ST@mdf.nl)



**Susanne van Lieshout**  
Senior Trainer/Consultant  
Director of MDF Kenya  
Email: [sli@mdf.nl](mailto:sli@mdf.nl)

**REGISTER**



## Contact us

**MDF Training & Consultancy, Vietnam Office**  
[mdfic@mdf.nl](mailto:mdfic@mdf.nl)  
+84 (24) 6258 4438  
[www.mdf.nl](http://www.mdf.nl)

