



International Center for Development Communication

Extension and Training Office, Kasetsart University, 50 Phaholyothin Rd., Chatuchak, Bangkok 10900, Thailand

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Development and Management of Fundraising Initiatives

12-19 February 2014

PARTICIPANTS: Fundraising Officers, Directors, Consultants, and other staff/individuals involved in the fundraising activities of the organization

RATIONALE & OBJECTIVES

Building the fundraising capabilities of not only NGOs but also government entities including academic institutions, more than ever before, have become more challenging. For organizations to be viable, it needs to develop ways and means of sourcing out funds to secure their sustainability and effectiveness. This course aims to provide participants to develop leading edge strategies that maximize fundraising resources practical to an organization's context, ensuring future growth, both in terms of professionalism and capacity. It starts with analyzing the organization and its environment to identify its strength, weaknesses, opportunities and threats. Strategies are then developed to focus on financial viability to be able to deliver its mission. Identified stakeholders are analyzed in terms of their interests and capacities. Development and management of fundraising activities are discussed with facilitators experienced in the field.

At the end of the course, the participants will be able to:

1. Work effectively with individuals, groups and organizations to support the total process of resource development.
2. Plan and implement practical programs to initiate or enhance fundraising capacity of the organization.
3. Identify strategies to build strategic partnerships and develop sustained relationships with donors, recipients, beneficiaries.
4. Explore fundraising tools and techniques to maximize ensure financial health of the organization.

COURSE CONTENT

Module 1 – **Overview of fundraising**

Module 2 - **Organization and environment analysis**

Module 3 - **Developing Integrated fundraising programs**

Module 4 – **Sustaining Fundraising Initiatives**

COSTS:

- The workshop fee is US\$1100, which includes tuition, workshop materials, morning and afternoon snacks, and program related transportation including airport pick-up.
- Not included in the fee are: airfare, accommodation, meals, insurance, and personal expenses.

FOR MORE INFORMATION

Please contact

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Upcoming Courses:

Behavior Change Communication Planning, 14-24 January 2014
Advanced Office Productivity Management, 11-21 February 2014
Public Relations and Events Management, 11-21 March 2014

Tailored courses to meet specific needs can also be arranged.

*ICDC reserves the **right to cancel** the program not later than 22 January 2014 if the minimum group size has not been reached.*