



# ONLINE FUNDRAISING TRAINING FOR GRASSROOT NGOS

Most NGOs in India are dependent upon foreign grants, to the point of their existence. Of late, there's an increasing trend where foreign funds to India have reduced significantly and the international aid has moved to other countries. This is a serious challenge to the sustainability of NGOs working in India. The Indian NGOs can look at various fundraising opportunities, which can offset their shortfall.

Learn how to develop fundraising strategies for your projects through an intensive highly interactive online fundraising training course. Investing into building your own skills and understanding about how fundraising works is crucial for your funding success.

Working with NGOs and social enterprises, we identified that an accelerated short training course would benefit nonprofit organizations as well as socio-environmental enterprises. We have developed a Live Online Fundraising Training that provides all the essential skills, tools and frameworks necessary to maximize your fundraising efforts.

Join our interactive online fundraising training course to learn the fundamentals of fundraising. We would share with you as to why and how donors give, and how to research for getting the donors. Through the training you will learn how to write a fundraising strategy, understanding of the most common fundraising challenges and how to overcome them. This workshop is about practical experience for developing High ROI Fundraising program. We will share practical tips and experiences.

**All the participants will be provided with digital certificate towards course completion by Centre for Fundraising & Integrated Volunteers Network**

# Online Fundraising Training Course Details

**Dates:** 5 July, 9 July, 12 July, 19 July 2020

**Sessions:** Four

**Where:** Zoom

**Time:** 6:00 PM – 7:30 PM

**Registration Fee:** Rs. 1,000 (*Full Basic course*)

## Course Outline

This training is targeted at the grassroots organizations. Don't worry if your organization has never actively raised funds. COVID 19 has pushed the development sector into financial crisis and organizations of all sizes are struggling to raise money to keep their work in order. This is a basic level course for NGOs who don't want to be dependent and take things in their control for raising funds. Through this fundraising course, you learn essential fundraising skills and how to get donors interested in your project.

All the tools you will learn can be immediately applied to your projects. The online live course is very interactive, with practical exercises, case studies and discussions.

What will you learn during this course:

- Fundamentals of fundraising
- Why the donors give funds?
- Various sources of funds.
- Learn about the different types and sources of donations.
- Learn how to assess them and choose the best option for your project.
- Gain a better understanding of the fundamentals of why and how donors give, and how you can meet their goals.
- Gain insight into the various methods of fundraising and learn how to choose and apply them to your project through LEARNING-BY-DOING exercises in real-time.
- Experience how to approach different donors, how to prepare, how to present and how to follow-up on established contacts.
- Understand the most common fundraising challenges and pitfalls and learn how to overcome them.

### Further Course Structure: Six Weeks

1. **The current one: Basic level targeted at grassroots NGOs (Rs. 1000 per participant)**
2. **Second series : Advanced level course targeted at those NGOs who has learnt from Basic level (Rs. 1500 per participant)**
3. **Third series : Leadership level course helping those who need help in strategy & execution, (Rs. 2000 per participant)**

## Who will benefit from the Online fundraising course?

- People who work in NGO, CSO, nonprofit, civil society, community-based organisations and social enterprises looking to raise grants.
- Programme and project managers who need to raise funds, communicate with funders and/or understand how fundraising strategy works.
- People who work or wish to get involved in fundraising.
- Board members of NGOs who wish to help in fundraising.
- CEOs who want to initiate professional fundraising in their organization.

This accelerated training combines online learning with an intensive face-to-face group workshop. The training is carried out live through an online classroom. You will receive the link to the classroom with all the necessary materials. Information on each topic is provided, together with a range of activities designed to support the learning where you will be able to

**Special Benefit: Centre for Fundraising will offer free online listing to 100 organizations who participate in these workshops and waive off registration fee of Rs. 50,000. Moreover, they would also be given free membership of the "Indian association of Fundraising Professionals".**

## Fundraising Course Master Trainer: Mr. Kunal Verma

**Mr. Kunal Verma** is Managing Director, Centre for Fundraising (International Fundraising Trainer & Coach). Kunal has been raising funds for fighting injustice and creating a more dignified world order, for over 21years. He is an international expert on fundraising and sustainability with a special focus on Asian markets. Kunal has distinction of leading/ helping establish Indian fundraising offices for INGOs like ActionAid, ChildFund, Oxfam and Meenakshi Mission Hospital, MSF, TLM, CASA, Magic Bus, Plan India. In 2013, he established Centre for Fundraising (CFF), India's first and only full-service fundraising advisory firm, exclusively for supporting the fundraising aspirations of the not for profit organizations and helping them scale to global levels. He has an in-depth knowledge and understanding of the global fundraising practices and the key growth markets. His ability to strategically plan with innovation, lifts the execution to a newer level of efficiency. He is the "Go to" fundraising consultant/ advisor for the non-profit boards considering an entry into the Asian market.

## Fundraising Training Course Organizers:

**Centre For Fundraising** is Asia's leading consulting firm providing fundraising solutions to the non-profit sector. Centre for Fundraising guides, supports and influences the development institutions and their Thought leaders to serve the most marginalized and deserving causes by delivering state of art knowledge and strategy while adhering to the highest level of professional ethics. For details visit [www. https://www.centreforfundraising.com/](https://www.centreforfundraising.com/)

The **Integrated Volunteers Network (IVN)**, Delhi is registered under the Society's Act on 22 May 2016, and operates Pan India to promote engagement of volunteers towards promoting resilience practices for disaster and environment. IVN is a resource platform that has emerged out of previous and ongoing initiatives undertaken by development professionals, serving and retired civil servants, civil society organizations to come together and contribute towards achievement of Sustainable Development Goals 2030 through strengthening the capacities of academic institutions, business, society and the government at the Centre and States and below levels through the spirit of integrated volunteerism. For details visit [www.ivn.org.in](http://www.ivn.org.in)

## Registration Procedure:

- Registration will be through online through Google form

<https://forms.gle/wn9QYtKUrFcctr5C9>

- Payment can be made online (NEFT) to **Integrated Volunteers Network (IVN)**  
Saving Ac/No 917010046058937  
IFSC code - UTIB0000206, Axis Bank, Malviya Nagar, New Delhi
- **Google Pay, Phone Pe and Paytm on 8377884982**
- Last date of registration is **4 July 2020**

For details visit [www.ivn.org.in](http://www.ivn.org.in) or <https://www.centreforfundraising.com/>

Call Mr. Pradeep Kumar Panda on 8377884982 for any query