MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

NGO Management and Policy Development

Non-Profit Fundraising

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2730	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Magna Skills is delighted to offer the Non-Profit Fundraising Strategies short course, tailored for professionals and volunteers working in the non-profit sector. This course provides participants with essential knowledge and practical skills to develop effective fundraising strategies and enhance their organization's capacity to secure financial support for their mission-driven initiatives.

Course Outcomes

Upon completion of the course, participants will:

1. **Understand Non-Profit Fundraising Principles:**
   - Gain a comprehensive understanding of fundraising principles and strategies specific to the non-profit sector.
   - Learn the importance of ethical fundraising practices and donor stewardship.
2. **Develop Fundraising Plans:**
   - Learn how to develop comprehensive fundraising plans aligned with organizational goals and objectives.
   - Understand the key components of successful fundraising campaigns.
3.

Implement Diverse Fundraising Channels:

- Explore various fundraising channels and techniques, including individual giving, grants, events, and online fundraising.
- Develop strategies for maximizing fundraising efforts across different platforms.

4. **Engage and Cultivate Donors:**
   - Learn effective donor engagement and cultivation techniques to build lasting relationships with supporters.
   - Understand the donor lifecycle and strategies for donor retention and stewardship.
5. **Evaluate and Improve Fundraising Effectiveness:**
   - Learn how to measure and evaluate fundraising performance using key performance indicators (KPIs).
   - Develop strategies for continuous improvement and adaptation based on fundraising metrics and feedback.

Course Outline / Curriculum

Module 1: Introduction to Non-Profit Fundraising

- Overview of fundraising in the non-profit sector
- Ethical considerations and best practices in fundraising

Module 2: Developing a Fundraising Plan

- Setting fundraising goals and objectives
- Components of a comprehensive fundraising plan

Module 3: Fundraising Channels and Techniques

- Individual giving strategies and techniques
- Grant writing and proposal development
- Special events and online fundraising campaigns

Module 4: Donor Engagement and Cultivation

- Donor segmentation and targeting
- Building relationships with donors through effective communication and stewardship

Module 5: Fundraising Campaign Management

- Planning and executing successful fundraising campaigns
- Leveraging storytelling and impact reporting in fundraising

Module 6: Building Corporate and Community Partnerships

- Identifying and cultivating corporate and community partnerships
- Collaborative fundraising strategies and initiatives

Module 7: Fundraising Compliance and Reporting

- Legal and regulatory considerations in non-profit fundraising
- Financial reporting and transparency in fundraising activities

Module 8: Fundraising Metrics and Evaluation

- Key performance indicators (KPIs) for measuring fundraising effectiveness
- Monitoring and evaluating fundraising campaigns and initiatives

Module 9: Donor Retention and Stewardship

- Strategies for donor retention and loyalty
- Donor stewardship best practices and techniques

Module 10: Case Studies and Best Practices - Analysis of real-world fundraising case studies - Best practices for implementing effective fundraising strategies in the non-profit sector

This course is suitable for professionals and volunteers working in non-profit organizations, including fundraising

professionals, program managers, development officers, and board members. Through interactive lectures, case studies, and practical exercises, participants will gain the knowledge and skills needed to develop and implement effective fundraising strategies to support their organization's mission and goals

Target Audience

- Newly appointed project managers
- Newly appointed directors and department head of NGOs
- Project and programme managers
- Founders and board members of NGOs

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Non-Profit Fundraising
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____