Magna Skills
Development Institute

Corporate Training Courses
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Non-Profit Fundraising Course Details

Department: NGO Management & Policy Development

Presented by Magna Skills Development Institute

Date Created: 15-May-2025

Training Coordinator: Denis Wunganayi

Course Summary

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 Objectives

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

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
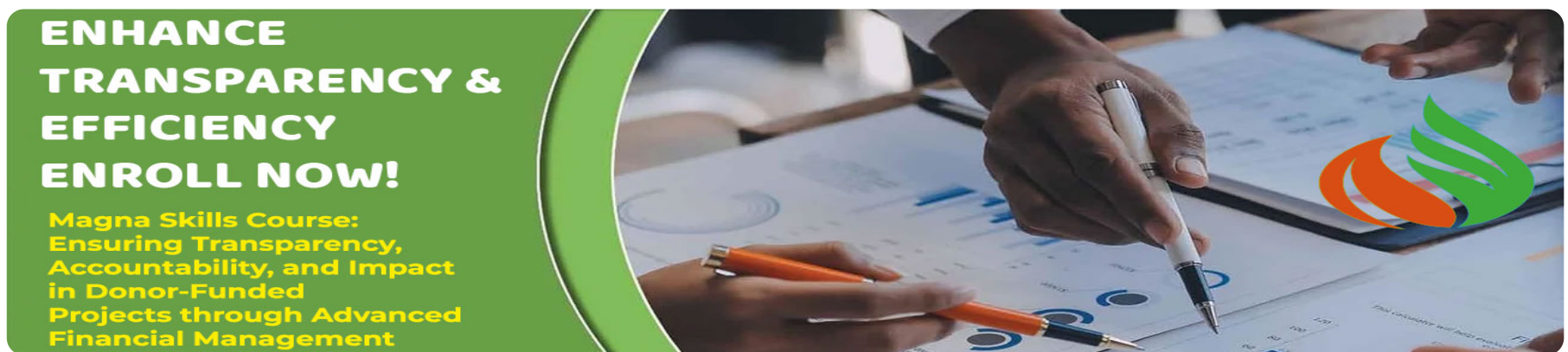- Monitoring and evaluating fundraising campaigns and initiatives

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

Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	**Course Details**
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Onine[_____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.