

## Working with Donors Course Details

Department: NGO Management & Policy Development

Presented by Magna Skills Development Institute

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## Course Summary

The Working with Donors Course by Magna Skills is designed to equip participants with the knowledge and skills necessary to engage effectively with donors, whether they are individuals, foundations, corporations, or government agencies. This comprehensive course provides an in-depth understanding of donor relations, fundraising strategies, and impact measurement.

Participants will learn how to identify potential donors, develop compelling proposals, build and maintain donor relationships, and secure funding for their projects and initiatives.

## Course Objectives

1. Understand Donor Types
2. Identify and Research Donors
3. Craft Compelling Proposals
4. Build Strong Donor Relationships
5. Develop Fundraising Strategies
6. Measure and Report Impact
7. Leverage Magna Skills Expertise
8. Create a Donor Engagement Plan
9. Foster Ethical Fundraising
10. Stay Current with Trends

## Course Outline

### **Module 1: Introduction to Donor Relations**

- Understanding the donor landscape
- Types of donors: individuals, foundations, corporations, and government agencies
- The importance of donor relations in fundraising

### **Module 2: Identifying and Researching Donors**

- Prospecting for potential donors
- Conducting donor research and due diligence
- Creating donor profiles and segments

### **Module 3: Crafting Compelling Proposals**

- Elements of a persuasive proposal
- Tailoring proposals to different types of donors
- Storytelling and impact-driven messaging

### **Module 4: Building and Nurturing Donor Relationships**

- Strategies for donor engagement
- Effective communication with donors
- Stewardship and recognition

### **Module 5: Fundraising Strategies and Techniques**

- Fundraising planning and strategy development
- Diversifying funding sources
- Leveraging online and offline fundraising channels

### **Module 6: Measuring and Reporting Impact**

- Setting measurable goals and objectives
- Monitoring and evaluating project impact
- Reporting to donors effectively

### **Module 7: Leveraging Magna Skills Expertise**

- Utilizing Magna Skills' industry insights and resources
- Applying Magna Skills' best practices to optimize fundraising efforts

### **Module 8: Creating a Donor Engagement Plan**

- Synthesizing course knowledge to develop a practical donor engagement plan
- Presenting the plan effectively to secure funding for a project

### **Module 9: Foster Ethical Fundraising**

- Adhering to ethical fundraising standards
- Prioritizing transparency, accountability, and donor privacy

## Module 10: Staying Current with Trends

- Staying informed about emerging trends in donor relations and fundraising
- Continuously updating skills to adapt to the evolving donor landscape



### 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: Online[ ____ ] 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.