



*Training Course:
Fundraising Training*

*14 - 18 April 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur*

Training Course: Fundraising Training

Training Course code: SC234920 From: 14 - 18 April 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 5775 € Euro

Introduction:

the competency, capability and confidence to contribute to developing organisations and nations as well as the underprivileged through effective aid coordination and fundraising

the essential exposure to partake in or independently drive events and activities for raising funds from donor organisations or other forums for charitable purposes

the necessary skill, experience, exposure, and confidence to accept critical roles in aid coordination and fundraising for the organisation, thus proving potential and achieving rapid career progression and development

Course Objective:

Like all courses, experiential learning receives major focus and attention. However, the training content and technique is flexible and customisable according to the professional experience of the audience and their roles in their respective organisations.

An extremely experienced trainer delivers the course and trainee participation is encouraged through group debates, contests, presentations, role-plays, active and relevant case study discussions, etc.

Prospect identification, cultivation and solicitation using a range of methods and channels

How to frame and articulate a major gifts strategy?

Technology tools and methods for integrating communications, events and fundraising efforts

Who Should Attend This Training Program:

- Program/ Project Managers
- Public Relations and Fundraising officers
- Members of fundraising organisations who need to further understand best practices of fundraising
- Event managers and organisers who are recruited for organising charitable or special events for a particular cause
- Human resource professionals and organisational committees responsible for managing corporate and social responsibility activities
- Any other professional who would like to know more about fundraising from donor organisations

Outlines:

Day 1

Setting the stage for Fundraising

- Preparing your organization for fundraising by defining your organization's vision, mission and core values
- Developing strategic and Fundraising Plans
- Setting Fundraising SMART Objectives
- Identifying your stakeholders and how to involve them

Day 2

Methods of Fundraising

- Special events
- Donor relationship and cultivation
- Capital and comprehensive campaigns
- Accountable fundraising
- Professional fundraising
- Online fundraising

Day 3

Sources of Fundraising

- Grants from agencies, foundations and corporations
- Individual donors
- Sales and services

Day 4

Communicating with your donor

- Timely response to inquiries and complaints
- Publishing annual reports



- Updating paperwork
- Expressing gratitude
- Connecting donors to beneficiaries

Day 5

Writing winning Grants Application

- Grants Preparation and Planning
- Developing Goals, and Objectives
- Finalizing and Submitting Grants Application

Registration form on the Training Course: Fundraising Training

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Company Information

Company Name:

Address:

City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

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