

CULTIVATE YOUR FUNDRAISING!

TRAINING AND CONSULTING PROGRAM FOR YOU AND YOUR ORGANISATION

WHAT?

Consortium of organisations led by PDCS¹ offers you a unique training program with custom-tailored consulting support focused on planning and implementing improvements in your organisation's fundraising. Our aim is to strategically support the private resource mobilization (especially from individuals) of Non-governmental Development Organisations.

We offer you a special program designed for a group of 20 participants consisting of:

- 2 three-day training sessions; and
- custom-tailored consulting for your organisation in between and after the training.

The training is certified by the world leader in providing resource mobilization training The Resource Alliance (www.resource-alliance.org).

It will be practical and participatory. Participants will complete the program by submitting a formulated strategy/plan for improving their organisation's fundraising from private sources.

First training (January 16-18, 2012 in Budapest)

The capacity and effectiveness of Non-governmental Development Organisations is critical to the long term impact of their work and programmes and ultimately to the fulfilment of the mission. But many of them face significant challenges with regards to financial sustainability. To achieve real change in organisations resource mobilisation needs to be strategic and systematic. The training will support resource mobilisation initiatives and ensure a strategic approach. We will start with Fundraising generics and will explain the basic terminology so we are all clear on terms and definitions. We will go through the different fundraising methodologies and discuss donor acquisition, donor retention and donor relationship building. Part of the training will also be dedicated to sharing of experience and information amongst participants, learning from successes and failures and building a network of support.

Second training (March 5-7, 2012 in Warsaw)

The training in Warsaw will focus more on creating the right environment for successful fundraising; brand- and event management, support from the board of a NGO, philanthropic culture in your country and how to make the most of it, project design and project funding versus unrestricted funding, and how the organisation can

¹ Consortium consists of PDCS, o.z. (SK), The Resource Alliance (UK) People in Need (CZ), DemNet (HU), Partners Poland Foundation (PL). It runs the Strengthening Fundraising Capacities of NGOs in Central Europe project.

support or possible can hinder the fundraising. Developing a fundraising strategy will be an integral part of the second training.

Both trainings will be enriched by presence of guest speakers – practitioners and donors.

All the trainings will have college-style education and interactive components. We believe in working hard but having fun too!

Consultation/Mentoring

Consulting/Mentoring will be provided to you in between trainings and after them to support you in designing a strategic plan of improvements for your organisation. Four consultants (in each country one of them) will provide three consulting sessions for you.

The **language of the program** is English. However, consultation will be delivered in four languages of participating countries (Czech, Hungarian, Polish, and Slovak).

FOR WHOM?

We welcome applications from organisations and their representatives from Czech Republic, Hungary, Poland, and Slovakia, who **work in international development, humanitarian aid, or related fields** and who:

- want to get more resources for expanding and sustaining programs and services to their beneficiaries;
- want to improve their fundraising from private sources, especially from individuals;
- want to learn and exchange experience with their peers in the region and send their representative (fundraiser, CEO, member of board, responsible coordinator) to training;
- want to discuss and plan improvements with custom-tailored consulting support;
- want to make change happen;
- want to do it NOW, because it might be too late later!

The training is provided to ORGANISATIONS through their representatives. We seek not only to increase skills and knowledge of participants who will take part at the training and who will talk to consultants. We aim to help with change of actual conditions of fundraising within the organisations. That is why we expect organisations to apply their representatives who can share and implement the learning within their organisation.

Participants should have an experience with fundraising in their organisation and should be able to share it with other participants. They should be in a position which allows them to propose and introduce improvements in fundraising strategies of their organisation. If necessary, we recommend that two participants from one organisation apply in case it is needed for successful implementation of changes and new ideas.

WHO?

Consortium of organisations led by PDCS (SK) and consisting of The Resource Alliance (UK) People in Need (CZ), DemNet (HU), Partners Poland Foundation (PL) runs a project Strengthening Fundraising Capacities of NGOs in Central Europe (www.ngdofundraising.org). It is supported by European Commission and co-financed by SlovakAid.



TRAINERS

Jolan van Herwaarden

Almost twenty years of experience in the charity sector with extensive knowledge of international fundraising and relationship fundraising. Jolan is a freelancer who provides professional services to renowned leading institutions in the field of fundraising and resource mobilisation. In the last years they were among others:

- Strategic research for Sightsavers International about fundraising in Europe
- Strategic development support, recruitment and mentoring of fundraising officer for Cancer Recovery UK
- Management of Fundraisers Fund for the Resource Alliance, including a strategic plan with key objectives for fundraising and communication
- Workshops on Resource Mobilisation for the country directors of WWP, the World Food Programme
- Fundraising support for the World Society for the Protection of Animals –WSPA-, particular in field of major donors
- Marketing Manager at Resource Alliance
- Seminar coordinator for AIDS Action Europe including a baseline study, seminar about Resource Mobilisation and one about Public Policy Dialogue. Published two seminar reports and two sets of Guidelines with Good Practice.
- Major Donor Programme 2007 – 2008 including a feasibility study, strategy and implementation. Still involved as professional mentor of the Major Donor Officer.
- International market research for a British charity wanting to move into Europe

Jan Kroupa

Jan is creative professional covering broad field of topics mostly connected to the development of civil society and its organisations. He has extensive international training experience. Among his current engagements there are:

- Chairman of NETT, the Civil Society Think Tank – conducting research, developing concepts, analyzing legislation and contexts, bringing forth innovation and cultivating discussion within and about the civil society, primarily in the context of the CEE region – www.ttnett.cz
- Czech Academy of Sciences, Institute of Macroeconomics – Survey of Health, Aging and Retirement in Europe researcher - <http://www.cerge-ei.cz/share/>
- Co-founder and senior trainer and consultant of the Czech Fundraising Center – service organization focused on resource mobilization and social entrepreneurship training and consultancy – www.fundraising.cz
- Co-founder and senior trainer and consultant of Podnos (Association for Support of NGOs and Civil Society Development) – service organization focused on evaluation and management analysis, community development, training and publishing – www.podnos.aid.cz
- Board member to several Czech and International NGOs

CONSULTANTS/MENTORS

Tomáš Vyhnálek (People in Need)

Hunor Király (DemNet)

Andrzej Pietrucha (Polish Fundraising Association)

Peter Gušťařík (PDCS)

WHEN AND WHERE?

Training I: Budapest, January 16-18, 2012

Consulting according to agreement with your consultant in between the trainings

Training II: Warsaw, March 5-7, 2012

Consulting according to agreement with your consultant (till the end of April 2012)

HOW MUCH?

Usual price per participants of such intense and extensive training is **EUR 1,800 plus travel costs and lodging**.

Thanks to the support provided by European Commission and co-financed by SlovakAid now **participation of all selected organisations in the program is fully covered** (incl. travel and lodging) by The Strengthening Fundraising Capacities of NGOs in Central Europe project.

To ensure full participation we require a deposit EUR 100 per participant which will be paid back after successful completion of the program (finalising your strategy/plan of improvements for your organisation). The deposit should be paid only by selected participants who will be informed about details.

Travel costs and per diem will be covered based on agreement with coordinators of the project in your country (see How to apply?).

HOW TO APPLY?

Fill in attached application form (or download from www.ngdofundraising.net), let it sign by legal representative of your organisation scan it and send it to a national coordinator of the project in your country till 16th December 2011:

Czech Republic: Tomáš Vyhnálek tomas.vyhnalek@clovekvtsni.cz

Hungary: Hunor Király kiraly.hunor@demnet.org.hu

Poland: Katarzyna Tekień katarzyna.tekien@partnerspolska.pl

Slovakia: Braňo Tichý brano@pdcs.sk

We will let you know about selection till 23rd December 2011!

If you need more information, do not hesitate to contact one of the above mentioned national coordinators or international coordinator of the project Jan Mihalik jano@pdcs.sk!

NOT ENOUGH?

If you feel like that this is just the beginning and you want more already now:

We are preparing master classes with renowned experts in their fields that would focus on specific fundraising methods/areas. It is not part of the Cultivate Your Fundraising program, it is an upgrade! If you are interested in you can reserve preliminary dates:

14 -17 May or 21 – 24 May 2012 (in Slovakia)

We will approach you with precise dates and information in due time!