

Topic 3 – Fundraising and resource mobilization - agenda

Sunday – day 0: the introduction

When	What	Who	remarks	Materials
Morning				
By 15.00	Arrival of participants and registration			
Afternoon:				
15.00 – 15.30	Welcome speeches	CANGO TUTE		
15.30 – 15.45	Organization and house rules	TUTE CTC		
15.45 – 16.15	Introduction of trainers and support staff	Trainers and support staff		
16.15 – 16.30				
Tea break				
16.30 – 17.15	Getting known to each other	Trainees	Introduction in Pairs	INT 0.1 homework
17.15 – 17.30	Introduction group task over the next 5 days	trainers		INT 0.2
17.30 – 18.00	Handing out Evaluation forms/question and answers			Handout 6.2
Evening:				
18.00 – 20.00	Welcome reception	CANGO, TUTE		

Monday – day 1: are you ready? – before you think of raising funds....

when	What	Who	remarks	materials
Morning:				
09.00 – 10.00	Introduction to the seminar/ goals of the seminar/ objectives day-1	trainers		FLIP 1.1 FLIP 1.2 LD 1.0 Handout 1.0
10.00 – 10.15	Group presentations	trainees		EX 1.2 of NGO basics homework
10.15 – 10.30	Tea break			
10.30 – 11.30	Good governance – an essential for raising funds		Introduction	INT 4.4 of NGO basics Handout good governance Handout 4.2 – case study of NGO basics LD 1.1
11.30 – 12.00	Characteristics of a successful NGO	Group discussion		EX 1.4 <u>or</u> INT 2.1 of NGO basics LEC 1.2 of NGO basics
12.00 – 13.30	Lunch break			
Afternoon:				
13.30 – 14.30	Fundraising case studies – what are your problems?		Group exercise – fundraising case studies	EX 1.2 Homework
14.30 – 15.00	Ingredients for successful fundraising		Plenary discussion	Debrief 1.2.1
15.15 – 15.30	Tea break			
15.30 – 16.00	Presentation and debriefing		Plenary discussion	Debrief 1.2.2
16.00 – 17.00	Who could be our supporters?	Discussion in plenary	Brainstorming exercise	Handout brainstorming EX 1.3
17.00 – 17.15	Summary of the day	Trainers		FLIP 1.2
17.15 – 18.00	Introduction to TUTE		TUTE	
18.30 – 19.30	Dinner			
Evening:				
19.00 – 21.00	Trainees discuss team tasks			

Tuesday – day 2: what is accessible and how to approach it?

When	What	Who	Remarks	materials
Morning:				
09.00 – 09.15	Summary day 1/ introduction day 2	Trainers		FLIP 1.2/ FLIP 2.1
09.15 – 09.30	Group presentations	Trainees		EX 1.2 of NGO basics
09.30 – 09.45	Resource mapping	Trainers	Introduction	INT 2.1
09.45 – 10.30	Resource mapping exercise	Work groups	Group exercise	EX 2.1 LD 2.1
10.30 – 10.45	Tea break			
10.45 – 11.30	Presentation and discussion	4 groups	Analyzing resource potential	
11.30 – 12.00	Our special gift	Trainers and plenary	Introduction	INT 3.1 Handout Mercedes
12.00 – 13.30	Lunch break			
Afternoon:				
13.30 – 14.00	Our special gifts	Trainees	Group exercises	EX 3.1
14.00 – 14.30	The SWOT tool	Trainers	Introduction	EX 3.3 Handout 3.2 SWOT
14.30 – 15.00	Applying SWOT	Table groups		EX 3.3
15.00 – 15.15	Tea break			
15.15 – 16.15	Applying SWOT			EX 3.3
16.15 – 16.45	Changing the environment	trainees	Plenary discussion	EX 3.4 LD 3.1
16.45 – 17.45	Case 1: CANGO – why we need support and how we do that?	CANGO	PRES	PRES 2.1
17.45 – 18.00	Summary of day- 02	trainers		FLIP 2.1
18.00 – 19.30	Dinner			
Evening				
19.30 – 21.00	Discuss and decide on team tasks	trainees		

Wednesday - Day-03: what is fund raising all about?

When	What	Who	remarks	materials
Morning:				
09.00 – 09.15	Summary day 2/introduction day 3	Trainers		FLIP 2.1 /FLIP 3.1
09.15 – 09.45	Presentation of team tasks	groups	Describe process of decision- making – problems? How to communicate with each other?	INT 3.1 of NGO basics Handout 4.1 team/4.2 team of NGO basics
09.45 – 10.00	Presentation of groups			EX 1.2 of NGO basics
10.00 – 10.15	Tea break			
10.15 – 11.00	Presentation: Basics of fundraising	trainers	Presentation	LEC 3.1 Handout 3.1
11.00 – 11.15	Outdoor exercise			
11.15 – 12.00	Questions and answers	mid-training review	Free talk	
12.00 – 13.30	Lunch break			
Afternoon:				
13.30 – 18.00	Sightseeing Tianjin and leisure activities			Tute
18.00 – 19.30	Dinner			
Evening:				
19.30 – 21.00	Work on team task	teams		

Thursday – day-4: 50 ways to make your donors happy?

When	What	Who	remarks	materials
morning				
09.00 – 09.15	Summary day 3 /introduction day 4	Dorit		FLIP 3.1/FLIP 4.1
09.15 – 10.00	Presentation of two groups	Groups present themselves		EX 1.2 of NGO basics
10.00 – 11.00	Presentation: what donors need from NGO's	Representative of a donor organization		<u>PRES 4.1</u>
10.30 – 10.45	Tea break			
10.45 – 11.15	Presentation: How to access small grants	Representative of a donor organization, Ms. Wachs, German Embassy		<u>PRES 4.2</u>
11.15 – 12.00	Discussion with the donors			
12.00 – 13.30	Lunch break	With the donors		
Afternoon:				
13.30 – 14.15	Lecture: How to write a good proposal	Dorit		LEC 4.1 Fr for grassroots – slide 8
14.15 – 15.15	Proposal writing exercise	Group exercise	1 page proposal	EX 4.1 Handouts 4.1-4.2
15.00 – 15.15	Tea break			
15.15 – 16.45	Application proposal writing exercise exercise	Application		
16.45 – 17.45	Presentation: successful fundraising	External presenter - NGO	FoE Mei Ng?	<u>PRES. 4.3</u>
17.45 – 18.00	Summary of the day	Dorit		FLIP 4.1
18.00 – 19.30	Dinner			
Evening:				
19.30 – 21.00	Teams tasks			

Friday – day-5: how to build partnerships

When	What	Who	remarks	materials
Morning:				
09.00 – 09.15	Summary day 4/ introduction day 5	trainers		FLIP 4.1/FLIP 5.1
09.15 – 09.30	Group presentation			EX 1.2 of NGO basics
09.30 – 10.15	How to make friends – a case study	Table groups	Group exercise	Handout 5.3 INT 5.3
10.15 – 10.30	Tea break			
10.30 – 11.15	Getting support from the corporate sector	trainers	introduction	INT 5.2 Handout 5.2a, 5.2b, 5.2 c
11.15 – 12.00		Working group	exercise	EX 5.3
12.00 – 13.30	Lunch break			
Afternoon				
13.30 – 14.00	How to keep your donors?	Group exercise	Brainstorming	EX 5.2
14.00 – 15.00	Presentation: how to mobilize and keep volunteers	Dorit		LEC 5.1 Handout 5.7 – volunteers checklist
15.00 – 15.15	Tea break			
15.15 – 16.00	What to do at home? – evaluation and action plan	Seminar evaluation and personal action plan		6.1 and 6.2 of PM FLIP 1.1
		End of the seminar and thank you all!		
16.00 – 18.00	Preparation for the dinner party / leisure time	All		
Evening:				
19.00 - ??	Dinner party	All	Groups presenting their performances, cooking meals ???, colleagues from TUTE and other NGOs are invited	