

7 - 10 OCTOBER 2025 | LIVE-ONLINE

FUNDRAISING STRATEGIES FOR NGOS

Master the art of resource
mobilisation & fundraising for
lasting change

OVERVIEW

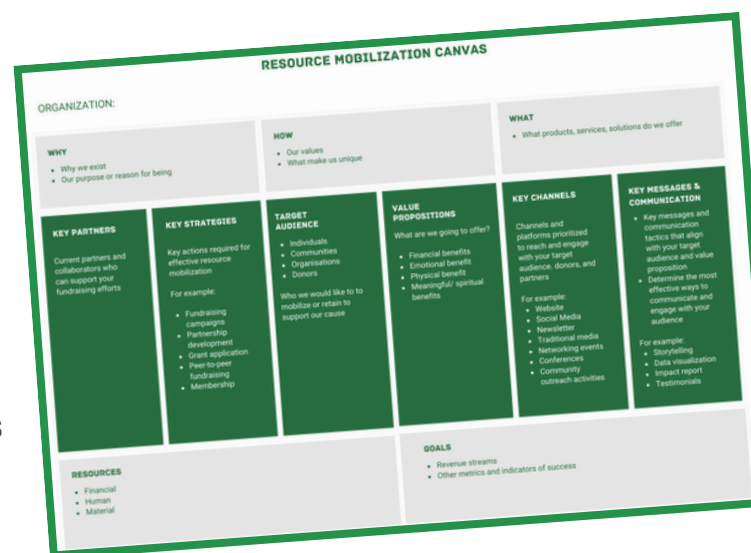
In today's dynamic landscape, organizations striving for sustainable growth and meaningful impact must navigate the complexities of resource management with finesse. This training is designed to equip you with the essential strategies to not only mobilize resources effectively but also to ensure sustained growth and maximized impact.

Fundraising is more than just securing funds; it's about building strong relationships, harnessing your strengths, and creating powerful synergies that drive your mission forward. In this training we will delve in to explore the core principles of resource mobilisation and fundraising, and discover innovative, practical strategies tailored to your organization's unique needs and challenges.

This training is designed for resource mobilizers, fundraisers, project or program managers, and everyone working for civil society organizations with an interest in resource mobilization and fundraising.

KEY TOPICS

- 01 KEY CONCEPTS OF RESOURCE MOBILIZATION**
- 02 UNDERSTAND YOUR TARGET AUDIENCES AND STRATEGISING ENGAGEMENT**
- 03 TOOLS FOR RESOURCE MOBILIZATION & FUNDRAISING**
- 04 RESOURCE MOBILIZATION CANVAS AND IMPLEMENTATION PLAN**



MEET YOUR FACILITATORS

RISHI MEENA



Rishi is a social impact strategy and development professional with 14+ years of experience in institution development and program development and its management across livelihoods, climate, health, and nutrition. He specializes in building agile teams, fostering innovation, and driving collaborations. He has worked intensively on program development and resource mobilisation in its various roles at TRI, Welthungerhilfe, and PRADAN. His expertise includes project management, organizational strategy, IT-based systems, and stakeholder engagement. At CSA International, he leverages design thinking, digital transformation, and social innovation to create impactful learning programs. Rishi holds a management degree from FMS Delhi and a B.Tech from MNNIT Allahabad.

TRANG NGUYEN



Trang holds a degree in Social Sciences and has worked in different governmental as well as non-governmental organisations in Germany, Vietnam, and India. She joined CSA in 2015, where she initially overlooked marketing communication, and gradually moved over to facilitation, mentoring, and coaching. Her thematic focuses are innovation and social entrepreneurship, resource mobilization, and marketing communication. Trang is a creative and forward-thinking person who loves to learn, share, and connect with like-minded people. Since 2020, she is also a professionally trained Life and Leadership Coach.

TRAINING PLAN

DAY ONE

01 WELCOME & INTRODUCTION

Getting to know each other | Expectations | Program and ground Rules | Learning zones | Magic triangle: Navigation tool for the workshop | Introduction to the topic

02 UNDERSTAND RESOURCE MOBILISATION IN YOUR CONTEXT

Resource Mobilisation in the Context of Civil Society | Mega Trends | Context Map

DAY TWO

03 FUNDING TYPES AND MIX

Introduction to Funding Types | Your Organization's Funding Mix | Goal Setting | Inspiration Cards for Resource Mobilization Strategies

04 DONOR ANALYSIS AND MAPPING

Creating a Map of Your Donor Landscape | Donor Matrix and Funnel

DAY THREE

05 CREATING EMPATHY WITH YOUR TARGET AUDIENCES

Creating Empathy with Your Target Audiences: Donor Personas, Donor benefits | Define Value Propositions

06 TOOLS FOR FUNDRAISING - P.1

Storytelling | Key Account Management | Proposal Development | Engagement Funnel | Web and Digital Tools

DAY FOUR

07 TOOLS FOR FUNDRAISING- P.2

Resource Mobilisation Canvas: Develop a Synopsis of Your Fundraising Strategy | Presentation and Reflection

08 CONCLUSION AND THE WAY FORWARD

Qualities and Competencies of A Resource Mobilizer | Self-assessment | Way Forward | Evaluation and closing

OUR METHODOLOGY



Games and Exercises



Self and Group Reflections



Online Tools



Role Plays



Quality Contents

**DAILY CHECK-IN AND
CHECK-OUT RITUAL**

TRAINING FEE

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International NGOs & Affiliates:

360 EUR P.P*

National NGOs from any country:

180 EUR P.P*

20% Early bird discount if by 9 September 2025

10% Group discount if registering for groups of 3

* TRAINING INCLUDES

- ✓ 12 hours of training over 4 days
- ✓ All training material and reader
- ✓ Impact Training Certificate

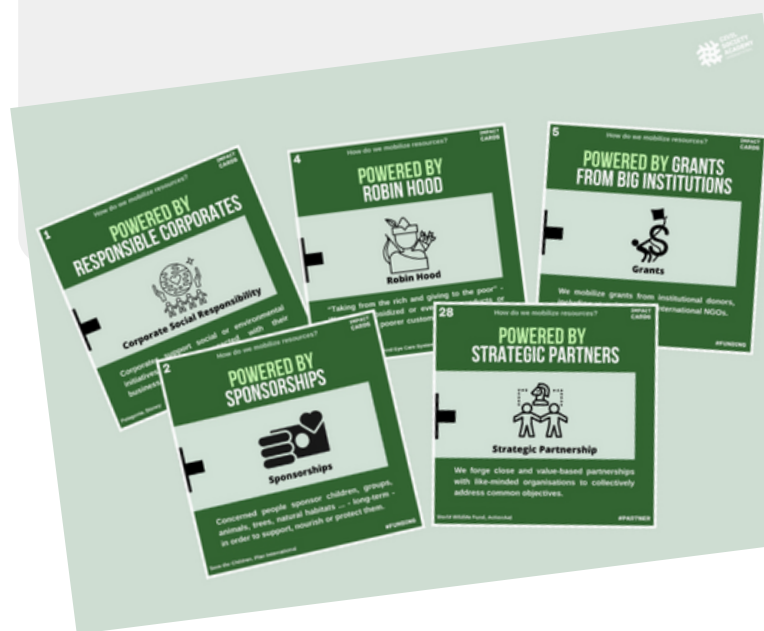
DATES

7 - 10 OCTOBER 2025

Daily 2 PM - 5:30 PM IST

[REGISTER NOW](#)

“ The training was overall excellent and the fact that this training led to a practical product - our resource mobilisation strategy, makes it unique from other training programs. ”



IF YOU HAVE ANY QUESTIONS REGARDING THE TRAINING, PLEASE CONTACT:

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