

CERTIFICATE IN **FUND RAISING MANAGEMENT**

INDIANA UNIVERSITY

Lilly Family School of Philanthropy

Date: **23 - 27th January 2023**

Venue: Villa Rosa Kempinski – Nairobi,
Chiromo Road. Nairobi, Kenya.



CERTIFICATE IN FUND RAISING MANAGEMENT

Course Details

Course Description

This Course is designed to help participants hone their understanding of fundraising tools and techniques, while developing leadership and management skills. The Bloodlink Foundation, Intuitive institute, and Muslim Philanthropy Initiative at the Indiana University Lilly Family School of Philanthropy at IUPUI are jointly coordinating the programme. The Course is aimed at giving participants the foundations and advanced training to become skilled fundraising managers. At the end of the course, participants will receive certificate issued and endorsed by Indiana University and Lilly Family School of Philanthropy. The course will have 4 modules, 2 modules will be delivered during the 5-day in-person training in Nairobi, Kenya on January 23-27, 2023, while the remaining 5 days will be online spread over the course of 3-4 months.

The course will have 4 modules

1. Principles and Techniques of Fundraising (will be taken online)
2. Developing Annual Sustainability
3. Developing Major Gifts
4. Managing the Capital Campaign (will be taken online)

Who should attend

- Fundraising Managers
- Board Members
- Researchers
- Development Officers
- Programme Managers/Officers
- Directors and CEOs
- Finance Managers/Officers
- Volunteers etc.

The Intuitive Institute is subsidizing tuition cost to Indiana University Lilly Family School of Philanthropy so it can provide The Fund Raising School courses in different parts of the world.

Schedule

- Developing Annual Sustainability **January 23-24, 2023**
- Developing Major Gifts **January 25-27, 2023**

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Course Details

Course fee and scholarships

INTUITIVE INSTITUTE SCHOLARSHIP	
Course Fee and Credit	Value
CFRM REGULAR TUTION (If taken Directly from Indiana University)	\$5,780 USD
LESS: Grant Amount (Intuitive Institute Scholarship)	\$5,330 USD (DISCOUNT)
NET PAYABLE (per participant)	Ksh 49,000 + VAT OR USD 450 + VAT

Early bird discount **USD 50** (for payments made before October 31st 2022 ONLY)

Inclusions:

- 01** Course Material
- 02** Writing pad and pen
- 03** FREE WIFI
- 04** Late morning and late afternoon tea, coffee with assorted snacks.
- 05** Buffet lunch inclusive of a soft drink
- 06** 1 litre of mineral water
- 07** Receive certificate issued and endorsed by Indiana University and Lilly Family School of Philanthropy.
- 08** Earn CFRE Points.

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Course Details

Registration

To register for the training, please scan the QR code or go to <https://bit.ly/KenyaCFRM> and complete the form. For payment invoicing or for any questions, you may contact the following:

Email: jeanette@bloodlinkfoundation.org
training@bloodlinkfoundation.org
WhatsApp: +254718213385 | 0707372675 (office)

Payments Options

Option 1:

Account Name: Bloodlink Foundation Ltd

NCBA Bank - City Centre

A/C No: 1002112724

Swift Code: CBAFKENX

Option 2:

Mpesa Paybill: 880100

Account Name: 1002112724

REGISTER TODAY!



<https://bit.ly/KenyaCFRM>

CERTIFICATE IN FUND RAISING MANAGEMENT

Module Descriptions

MODULE 1:

DEVELOPING ANNUAL SUSTAINABILITY

(23rd – 24th of January, 2023)

Learn how to develop a broad, enduring base of supporters and meet your fundraising goals from one year to the next. Involve your staff, your board, and other volunteers to identify, cultivate and ask for gifts from new donors while renewing and receiving larger gifts from current donors.

You'll learn how to

- ✓ Determine which strategies to use and when to use them
- ✓ Manage your time effectively
- ✓ Make a convincing case for support
- ✓ Create gift range charts for planning
- ✓ Get volunteers actively involved with your fundraising
- ✓ Use the annual fund to support a total development program

You'll also learn how to

- How to put together an annual fund by using worksheets
- How to assess the cost efficiency and effectiveness of your annual fund



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Module Descriptions

MODULE 2:

DEVELOPING MAJOR GIFTS

(25th – 27th of January, 2023)

Raise more money by receiving more major gifts. Consistent donors can become major donors when you effectively implement the Eight-Step Major Gifts Management Cycle. Identify and utilize your own communication strengths when meeting with donors to develop major gifts and increase your fundraising success.

You'll learn how to

- ✔ Use your mission to motivate volunteers
- ✔ Develop an organizational vision for major gifts
- ✔ Organize your major gift program
- ✔ Provide and cultivate leadership for your major gifts program
- ✔ Help volunteers overcome their resistance to asking for gifts
- ✔ Respond to objections in your presentation
- ✔ Define the roles of board and staff in major gift fundraising
- ✔ Manage the eight-step major gifts process
- ✔ Use current research to guide your approach
- ✔ Forge leadership partnerships



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Module Descriptions

MODULE 3:

PRINCIPLES AND TECHNIQUES OF FUNDRAISING

(8 weeks online)

Recognized internationally, Principles & Techniques provides you with the foundation and inspiration to achieve your organization's financial goals. This course presents the total framework for operating an accomplished fund development program. In just four days you will gain A-through-Z knowledge and skills that are essential for fundraising success.

You'll learn how to

- ✔ Identify and validate prospective donors.
- ✔ Manage the fundraising process.
- ✔ Organize your major gift program.
- ✔ Use research to match a donor's interests and needs with your nonprofit's mission and goals.
- ✔ Build an annual fund donor base that keeps on giving.
- ✔ Manage the process of raising money.
- ✔ Recognize planned giving benefits to your donors and to your nonprofit.
- ✔ Structure a successful solicitation.
- ✔ Respond to challenges and ethical dilemmas with professional skill.



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Module Descriptions

MODULE 4:

MANAGING THE CAPITAL CAMPAIGN

(6 weeks online)

Build your fundraising skills to build your next building. Learn the five phases of a successful capital campaign that will help you design a visionary goal with a specific timeline, engage your board and involve your community – all while avoiding costly mistakes and maintaining your current funding.

You'll learn how to

- ✓ Determine your organization's readiness for capital fundraising
- ✓ Plan a capital campaign from preparation to celebration
- ✓ Develop and use gift range charts as planning, involvement, and evaluation tools
- ✓ Enlist and motivate the right volunteer leadership for your capital campaign
- ✓ Conduct prospect research that helps to determine gift capacity
- ✓ Integrate capital fundraising in your development program

You'll also learn how to

- The role of capital fundraising in your development program
- Current trends in fundraising
- Effective use of a consultant



ABOUT THE TRAINERS



Shariq Siddiqui, JD, Ph.D.

Assistant Professor of Philanthropic Studies and Director, Muslim Philanthropy Initiative

Dr. Shariq Siddiqui is an Assistant Professor of Philanthropic Studies and Director of the Muslim Philanthropy Initiative at the Indiana University Lilly Family School of Philanthropy. Shariq has a Ph.D. and M.A. in Philanthropic Studies from the Lilly Family School of Philanthropy. He also has a JD from the McKinney School of Law at Indiana University and holds a B.A. in History from the University of Indianapolis.

Shariq authors research on Muslim philanthropy and the Muslim nonprofit sector. Most recently, he conducted a national survey of full-time Islamic schools in the United States. This project resulted in the book (that he co-

authored) *Islamic Education in the United States and the Evolution of Muslim Nonprofit Institutions*, published in November 2017. Shariq also serves as the co-editor of the *Journal of Muslim Philanthropy and Civil Society*, *Journal on Education in Muslim Societies* and as the Series Editor of the *Muslim Philanthropy and Civil Society Book Series*. All three of which are published by Indiana University Press. He has served as a nonprofit practitioner for over 20 years for international, national, regional, and local nonprofit organizations. Previously, Shariq served as the Executive Director of Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). ARNOVA is a leading international association that connects scholars, teachers, and practice leaders in research on nonprofit organizations, voluntary action, philanthropy and civil society.



Tayyab Yunus

the founder and CEO of Intuitive Solutions, a Social Enterprise transforming human talent to human capacity for nonprofit and for profit companies around the world. He is adjunct faculty at Indiana University's Lilly School of Philanthropy and is the President of the Center on Muslim Philanthropy. Tayyab is Philanthropist and Social Entrepreneur. He dreams of a better world brought to life by individuals and institutions who practice a People>Profit lifestyle philosophy and by high performing individuals and institutions from the social good sector.

Fueled by his life mission to improve the human condition, Tayyab has been providing strategic guidance

to both Profit and Non-profit organizations for over 20 years. Tayyab is an expert at “getting things done” with excellence by creating strategy around a shared vision, assembling champion lead teams, driving innovation, facilitating execution, and empowering tactics for any size job.

OUR PARTNERS

Intuitive Institute

Intuitive Solutions (Intuitive) is a social enterprise on a mission to innovate business models, build nonprofit capacity, and increase social value towards a better world for all. The Intuitive Institute (I.I.) is a program of Intuitive Solutions, established in 2021, registered in the state of Illinois and with the IRS as a DBA of Intuitive Solutions and aims to increase the capacity of individuals working for social good. The Intuitive Institute provides education, exposure, and experiential learning opportunities. Participants acquire knowledge and skills that increase their abilities to best serve in key areas of philanthropy, social innovation, and social entrepreneurship such as strategy and leadership, operations and program management, marketing and communications, teams and human resources, as well as fundraising and financial systems for sustainability.

Muslim Philanthropy Initiative

The Muslim Philanthropy Initiative (MPI) organizes symposiums and seminars; convenes philanthropic leaders; holds training programs; conducts research; and recruit Muslims in the field to train and empower a new generation of philanthropic and nonprofit leaders. MPI was established in 2017 as an initiative of Lake Institute on Faith and Giving and the Lilly Family School of Philanthropy dean's office.

Bloodlink Foundation

As an implementing partner of CFRM Program, Bloodlink Foundation and Intuitive Institute both seek to strengthen the nonprofit, and charitable sectors in the developing world. Bloodlink Foundation (BLF) is a non-profit charitable trust established in 2004 and duly registered under the laws of Kenya. Mission: To lead in information, education and mobilization of organizations towards realization of social responsibility.



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