Fundraising Fundamentals for Microfinance Institutions Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Fundraising Fundamentals for Microfinance Institutions Training Course equips participants with the essential knowledge and practical skills to develop and implement effective fundraising strategies for microfinance programs. Fundraising is a critical component for sustaining operations, expanding services, and achieving financial inclusion objectives. This course focuses on creating donor engagement plans, identifying funding sources, and aligning fundraising efforts with institutional goals.

Participants will engage in interactive workshops, practical exercises, and real-world case studies to learn how to design fundraising campaigns, prepare compelling proposals, manage donor relationships, and leverage both traditional and digital fundraising channels. By the end of the course, participants will be able to develop comprehensive fundraising strategies that support growth, sustainability, and impact.

Programme Curriculum

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Course Objectives

1. Understand the fundamentals of fundraising for MFIs
2. Identify and engage potential funding sources
3. Develop effective fundraising strategies and campaigns
4. Align fundraising activities with organizational goals
5. Design and write compelling funding proposals
6. Build and maintain donor relationships
7. Leverage digital and traditional fundraising channels
8. Integrate fundraising with marketing and outreach initiatives
9. Evaluate fundraising performance and ROI
10. Ensure compliance with donor regulations and reporting requirements
11. Develop stakeholder engagement strategies
12. Apply tools for fundraising planning and management
13. Gain hands-on experience in creating fundraising action plans

Organizational Benefits

- Increased access to funding for programs and operations
- Improved donor engagement and relationship management
- Strategic alignment of fundraising activities with institutional goals
- Enhanced organizational sustainability
- Greater impact in underserved communities
- Strengthened proposal development capabilities
- Evidence-based fundraising decision-making
- Efficient resource allocation for fundraising campaigns
- Improved monitoring and reporting of fundraising outcomes
- Increased organizational credibility and stakeholder confidence

Target Audiences

- MFI managers and executives
- Fundraising and development officers
- Strategic planning teams
- Marketing and outreach managers
- Donor relations staff
- NGO program coordinators
- Financial and operational analysts
- Policy and regulatory officers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Fundraising for MFIs

- Fundamentals and importance of fundraising
- Role of fundraising in financial sustainability
- Key components of a fundraising strategy
- Donor landscape overview
- Aligning fundraising with organizational objectives
- Case Study: Successful fundraising campaign for an MFI

Module 2: Identifying Funding Sources

- Types of donors and funding institutions
- Local, national, and international funding options
- Grants, loans, and blended finance opportunities
- Evaluating suitability of funding sources
- Aligning funding with organizational priorities
- Case Study: Mapping funding sources for a microfinance initiative

Module 3: Fundraising Strategy Development

- Designing a strategic fundraising plan
- Setting objectives and goals
- Integrating fundraising with organizational strategy
- Targeting specific donor segments
- Planning timelines and milestones
- Case Study: Developing a fundraising strategy for rural microfinance expansion

Module 4: Proposal Writing and Documentation

- Structure and components of a strong proposal
- Writing clear objectives and expected outcomes
- Budgeting and financial justification
- Demonstrating impact and sustainability
- Proposal review and quality assurance
- Case Study: Donor proposal development for a women-focused microcredit program

Module 5: Donor Engagement and Relationship Management

- Building long-term donor relationships
- Communication and reporting strategies
- Managing donor expectations
- Stakeholder mapping and engagement

- Maintaining transparency and accountability
- Case Study: Strengthening donor engagement in a DFS initiative

Module 6: Digital and Traditional Fundraising Channels

- Overview of digital fundraising platforms
- Social media and email campaigns
- Traditional fundraising events and campaigns
- Integrating multiple fundraising channels
- Measuring effectiveness of fundraising efforts
- Case Study: Multi-channel fundraising campaign for an MFI

Module 7: Monitoring and Evaluation of Fundraising

- Setting key performance indicators for fundraising
- Tracking progress and measuring ROI
- Adjusting strategies based on data and insights
- Reporting outcomes to management and donors
- Lessons learned and continuous improvement
- Case Study: Evaluating a fundraising campaign's impact

Module 8: Practical Exercise: Fundraising Action Plan

- Designing a full fundraising action plan
- Integrating strategy, donor engagement, and proposal development
- Group presentation and peer review
- Applying lessons from case studies
- Finalizing actionable fundraising strategies
- Case Study: Participants develop a fundraising plan for a selected microfinance program

Training Methodology

- Interactive presentations and discussions
- Hands-on proposal writing and strategy exercises
- Group case study analysis and peer learning
- Practical fundraising campaign development workshops
- Donor mapping and engagement exercises
- Presentation and feedback of fundraising action plans

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com