Training Course in Donor Mapping, Fundraising, and Resource Mobilization for NGOs

Professional Development Training Course Outline

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

Course Introduction

Effective donor mapping, fundraising, and resource mobilization are crucial for the sustainability and growth of Non-Governmental Organizations (NGOs). Training Course in Donor Mapping, Fundraising, and Resource Mobilization for NGOs is designed to equip NGO staff and development professionals with practical skills to identify and engage donors, develop impactful fundraising strategies, and secure diversified funding sources. By leveraging modern tools and strategic approaches, participants will learn how to build meaningful relationships with donors, increase financial resilience, and align resource mobilization efforts with organizational goals.

As global competition for donor funding intensifies, NGOs must adapt and innovate to attract sustainable financial support. This course provides a comprehensive understanding of the donor landscape, from institutional and bilateral donors to foundations, corporations, and individual contributors. Through hands-on sessions, real-world case studies, and strategic planning tools, participants will learn to design winning proposals, utilize donor databases, and adopt best practices in grant acquisition and donor retention. This course ensures that organizations can maximize their fundraising potential and maintain long-term donor partnerships.

Programme Curriculum

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Course Duration

5 Days

Course Objectives

1. Understand the principles and process of donor mapping and segmentation.
2. Identify and research potential funding opportunities across various donor categories.
3. Develop effective fundraising strategies tailored to specific donor types.
4. Build sustainable resource mobilization plans aligned with organizational goals.
5. Enhance proposal writing and donor communication skills.
6. Learn donor relationship management and stewardship techniques.
7. Leverage digital tools for online fundraising and crowdfunding.
8. Analyze donor trends and adapt to the evolving funding landscape.
9. Understand compliance, donor reporting, and accountability requirements.
10. Gain practical experience through case studies and interactive exercises.

Organizational Benefits

1. Improved ability to secure diversified funding from local and international donors.
2. Strengthened fundraising strategies that align with the organization’s mission.
3. Enhanced donor engagement, stewardship, and relationship-building capacity.
4. Increased visibility and credibility through professionally crafted proposals.
5. Efficient donor tracking and reporting using donor management systems.
6. Better organizational planning through sustainable resource mobilization.
7. Higher success rate in grant applications and funding proposals.
8. Reduced dependence on a single donor or funding source.
9. Stronger internal fundraising teams and leadership in donor relations.
10. Long-term sustainability and resilience in program implementation.

Target Participants

- Fundraising officers and resource mobilization managers

- NGO project managers and program coordinators
- Grant writers and proposal development teams
- Executive directors and senior management of NGOs
- Donor relations and partnership development professionals
- Communications and advocacy officers
- Monitoring, Evaluation, and Learning (MEL) specialists
- Development practitioners and consultants
- Community-based organization leaders
- Anyone involved in the financial sustainability of NGOs

Course Outline

Module 1: Introduction to Donor Mapping

1. Understanding donor mapping and its significance
2. Categories of donors: institutional, corporate, individual, foundations
3. Donor profiling and segmentation techniques
4. Tools and software for donor mapping
5. Case study: Mapping donors for an education-focused NGO

Module 2: Fundraising Strategy Development

1. Components of a successful fundraising strategy
2. Aligning fundraising goals with organizational mission
3. Crafting a fundraising calendar and action plan
4. Budgeting and resource allocation for fundraising activities
5. Case study: Multi-channel fundraising for a healthcare NGO

Module 3: Proposal Writing and Grant Acquisition

1. Understanding donor guidelines and proposal formats
2. Writing compelling problem statements and objectives
3. Developing SMART indicators and logical frameworks
4. Budgeting and financial planning in proposals
5. Case study: Winning proposal for a women empowerment project

Module 4: Donor Engagement and Relationship Building

1. Principles of effective donor communication
2. Stewardship practices and donor recognition
3. Managing donor expectations and feedback
4. Building long-term partnerships and networks
5. Case study: Sustaining relationships with bilateral donors

Module 5: Online and Digital Fundraising

1. Using digital tools and platforms for fundraising
2. Crowdfunding campaigns: strategy, storytelling, and visuals
3. Email marketing and social media engagement
4. Payment gateways and donation tracking systems
5. Case study: Successful online fundraiser during a humanitarian crisis

Module 6: Resource Mobilization Planning

1. Strategic planning for resource mobilization
2. Internal vs. external resource mobilization
3. Mobilizing non-financial resources (in-kind, volunteer support)
4. Role of board members and community in mobilization
5. Case study: Resource mobilization plan for a rural development NGO

Module 7: Monitoring, Reporting, and Accountability

1. Donor reporting standards and timelines
2. Tracking deliverables and outcomes
3. Financial accountability and transparency
4. Risk mitigation and ethical considerations
5. Case study: Reporting success and impact to institutional donors

Module 8: Trends and Innovations in Fundraising

1. Emerging trends in global and local fundraising
2. Innovations in mobile giving and blockchain for NGOs
3. Case management tools for donor engagement
4. Future of AI in fundraising and donor insights
5. Case study: Adapting fundraising strategies during global crises

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

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

Start Date	End Date	Location	Price
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