

## Training Agenda

### Fundraising & Resources Mobilisation

#### 1. Community Fundraising

<b>1<sup>st</sup> Week</b>	<b>Trainer: Samer Makhoulouf</b>
Session 1	Introduction to the Community Fundraising Institutional Readiness for Community Fundraising
Session 2	Why people give? Fundraising Types & Givers
Session 3	Fundraising Cycle: Prospect Research, Building Relationship, Solicitation, and Stewardship
<b>2<sup>nd</sup> Week</b>	<b>Trainer: Samer Makhoulouf</b>
Session 1	Individual Fundraising
Session 2	Individual Fundraising
Session 3	Individual Fundraising Plan
<b>2<sup>nd</sup> Week</b>	<b>Trainer: Samer Makhoulouf</b>
Session 1	Corporate Fundraising
Session 2	Corporate Fundraising
Session 3	Corporate Fundraising Plan
<b>4<sup>th</sup> Week</b>	<b>Trainer: Samer Makhoulouf</b>
Session 1	Fundraising Events
Session 2	Fundraising Events
Session 3	Fundraising Event Plan

#### 2. Crowdfunding

<b>5<sup>th</sup> Week</b>	<b>Trainer: Lama Qattush</b>
Session 1	Introduction   How to run a successful crowdfunding campaign
Session 2	Crowdfunding Campaign Template
Session 3	Crowdfunding Campaign Template
<b>6<sup>th</sup> Week</b>	<b>Trainer: Lama Qattush</b>
Session 1	Tips for an Engaging Crowdfunding Video Campaign Video Storyboard
Session 2	Crowdfunding Campaign Video Storyboard
Session 3	Crowdfunding Campaign Video Storyboard
<b>7<sup>th</sup> Week</b>	<b>Trainer: Lama Qattush</b>
Session 1	Outreach Template
Session 2	Feedback on the practical exercise
Session 3	Feedback on the practical exercise

### 3. Digital Fundraising: Manage Your Pages for Fundraising

8 <sup>th</sup> Week	Trainer: Lama Qattush
Session 1	Introduction to Digital Fundraising
Session 2	Social Media Management
Session 3	Social Media Management

9 <sup>th</sup> Week	Trainer: Lama Qattush
Session 1	Digital Fundraising Tools
Session 2	Content Writing for Fundraising
Session 3	Content Writing for Fundraising

### 4. Institutional Fundraising

10 <sup>th</sup> Week	Trainer: Hisham Qaddumi
Session 1	Readiness for Fundraising from Donor Institutions   Types of Donors,
Session 2	Type of Donations, How to Reach Donors & Funding Opportunities
Session 3	Institutional Fundraising Plan