



Workshop on Working with Donor Organizations

February 9 – 13, 2026

Capital Heights Hotel, Hospital Road,

Upper Hill 00506, Nairobi, Kenya

Course Fee: \$4,000 per Participant

Program overview:

This comprehensive course is designed for professionals in the nonprofit sector who are looking to enhance their skills in donor relations and fundraising. The course provides participants with the knowledge and tools necessary to effectively engage with donors, whether they are individuals, foundations, corporations, or government agencies, cultivate long-term relationships, and secure funding for their organizations.

This comprehensive course provides an in-depth understanding of donor relations, fundraising strategies, and impact measurement. Participants will learn how to identify potential donors, develop compelling proposals, build and maintain donor relationships, and secure funding for their projects and initiatives.

For whom:

This course is designed for nonprofit organization's fundraising professionals, development officers and managers, executive directors and board members, and Volunteers involved in fundraising efforts.

Learning objectives:

At the end of the program, participants will be able to:

- explain the principles of donor engagement and stewardship;
- develop strategies for identifying and approaching potential donors;
- craft compelling fundraising messages and proposals;
- implement effective donor retention and recognition practices;
- analyze donor data to design fundraising strategies; and
- navigate ethical considerations in donor relations.

Course outline:

Day 1: Module 1: Introduction to Donor Management

Overview of Donor Management

- Definition and Importance, Key Concepts and Terms
- **Types of Donors**
- Individual Donors, Corporate Donors
- Foundation Donors, Government Grants

Module 2: Identifying and Researching Donors

Donor Identification

- Prospect Research, Data Sources and Tools
- **Understanding Donor Motivation**
- Psychological and Emotional Drivers
- Donor Profiles and Segmentation
- **Research Techniques**
- Using Databases and Online Resources
- Conducting Interviews and Surveys

Day 2: Module 1 Donor Engagement and Cultivation

Building Relationships

- Personalization and Customization
- Effective Communication Strategies
- **Engagement Tactics**
- Events and Activities, Volunteer Opportunities
- Online Engagement and Social Media

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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Module 2: Donor Cultivation Process

- Initial Contact and Developing Trust and Rapport
- Moving Donors through the Giving Cycle

Day 3: Module 1: Fundraising Strategies

- **Developing a Fundraising Plan**
 - Setting Goals and Objectives
 - Identifying Target Audiences

Module 2: Campaigns and Appeals

- Annual Giving, Capital Campaigns
- Major Gifts, Planned Giving

Digital Fundraising

- Online Campaigns, Crowdfunding
- Email Marketing

Day 4: Module 1: Donor Communication

- **Effective Communication Techniques**
 - Writing Impactful Appeals
 - Crafting Thank You Messages
 - Regular Updates and Newsletters
 - **Storytelling**
 - Creating Compelling Narratives
 - Using Stories to Connect with Donors

Communication Channels

- Direct Mail, Email
- Social Media, Face-to-Face Meetings

Module 2: Donor Stewardship and Retention

- **Stewardship Strategies**
- Recognition and Appreciation
- Reporting Impact and Outcomes
- **Building Long-term Relationships**
- Continuous Engagement
- Creating a Donor Journey Map
- **Retention Techniques**
- Analyzing Donor Data, Feedback and Surveys

Day 5: Module 1: Ethical and Legal Considerations

- **Ethical Fundraising**
- Transparency and Accountability, Donor Privacy and Confidentiality
- **Legal Requirements**
- Tax Laws and Regulations, Compliance with Fundraising Standards

Case Studies and Best Practices

- Learning from Successes and Failures

Module 2: Practical Application and Case Studies

- Analyzing Case Studies and Group Discussions and Role-plays
 - **Hands-on Projects:** Developing a Fundraising Campaign

This course package includes: Course material in soft copy, Tea break, Lunch, City tour, and certificate of attendance.

A Core 1.5 laptop with the soft copy of the course material loaded with a carrying bag will be presented to the participants at the end of the course.

Note: Payment is either USD or the prevailing parallel market rate. We do not accept government official rate.

Training Methodology

- **Methodology:** Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods

For bookings and inquiries, call: +234-8051365946, +234-7087578814 (Office Lines)

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