



**Workshop on Non-Profit Fundraising**  
June 16 – 20, 2025, 1<sup>st</sup> Run: Lagos & Abuja  
December 8 – 12, 2025, 2<sup>nd</sup> Run: Lagos & Port Harcourt

**For Tutor -Led Class:** 9am – 4:30pm  
**Workshop fee:** N300, 000 per Participant  
**For online:** Delivery via Zoom  
**Online course fee:** N250, 000 per Participant  
**Available for In-plant Training**

**700 U\$D for foreign  
Participants**

#### **Program overview:**

This comprehensive training program on non-profit fundraising is designed to equip participants with the essential skills and knowledge required to succeed in fundraising roles within the non-profit sector. Fundraising is crucial for sustaining non-profit organizations and achieving their missions, making this course invaluable for both beginners and experienced professionals looking to enhance their fundraising capabilities.

This course provides participants with essential knowledge and practical skills to develop effective fundraising strategies and enhance their organization's capacity to secure financial support for their mission-driven initiatives.

#### **For whom:**

This course is designed individuals new to non-profit fundraising, experienced fundraisers, professionals and volunteers working in non-profit organizations, including fundraising professionals, program managers, development officers, and board members will benefit from this course.

#### **Learning objectives:**

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

- gain a comprehensive understanding of fundraising principles and strategies specific to the non-profit sector;
- explain the importance of ethical fundraising practices and donor stewardship.
- develop comprehensive fundraising plans aligned with organizational goals and objectives.
- explore the key components of successful fundraising campaigns.
- explore various fundraising channels and techniques, including individual giving, grants, events, and online fundraising.
- develop strategies for maximizing fundraising efforts across different platforms.
- develop effective donor engagement and cultivation techniques to build lasting relationships.
- explain donor lifecycle and strategies for donor retention and stewardship.
- measure and evaluate fundraising performance using key performance indicators (KPIs).
- develop strategies for continuous improvement and adaptation based on fundraising metrics and feedback.

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

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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## Course outline:

### Day 1 Module 1: Introduction to Non-Profit Fundraising

- Overview of fundraising in the non-profit sector
- Ethical considerations and best practices in fundraising

### Module 2: Developing a Fundraising Plan

- Setting fundraising goals and objectives
- Components of a comprehensive fundraising plan

### Day 2 Module 1: Fundraising Channels and Techniques

- Individual giving strategies and techniques
- Grant writing and proposal development
- Special events and online fundraising campaigns

### Module 2: Donor Engagement and Cultivation

- Donor segmentation and targeting
- Building relationships with donors through effective communication and stewardship

### Day 3 Module 1: Fundraising Campaign Management

- Planning and executing successful fundraising campaigns
- Leveraging storytelling and impact reporting in fundraising

### Module 2: Building Corporate and Community Partnerships

- Identifying and cultivating corporate and community partnerships
- Collaborative fundraising strategies and initiatives

### Day 4 Module 1: Fundraising Compliance and Reporting

- Legal and regulatory considerations in non-profit fundraising
- Financial reporting and transparency in fundraising activities

### Module 2: Fundraising Metrics and Evaluation

- Key performance indicators (KPIs) for measuring fundraising effectiveness
- Monitoring and evaluating fundraising campaigns and initiatives

### Day 5 Module 1: Donor Retention and Stewardship

- Strategies for donor retention and loyalty
- Donor stewardship best practices and techniques

### Module 2: Case Studies and Best Practices

- Analysis of real-world fundraising case studies
- Best practices for implementing effective fundraising strategies in the non-profit sector

#### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 - Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N300, 000**

In-plant Fee Negotiable

#### WORKSHOP FEE:

**N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814  
24/7 Lines: 234-8068933608, 234-8029170491, 234-8145745664,  
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**Training Methodology:** Interactive lectures, case studies, and practical exercises will be used to reinforce learning

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