



### Workshop on Working with Donors Organizations

June 30 – July 4, 2025, 1<sup>st</sup> Run: Lagos & Port Harcourt

December 15 – 19, 2025, 2<sup>nd</sup> Run: Lagos & Abuja

**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 USD for foreign  
Participants**

#### 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

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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24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

- Online Engagement and Social Media

### Module 2: Donor Cultivation Process

- Initial Contact
- 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

**Training Methodology:** Lectures, discussions, exercises, and case studies will be used to reinforce these teachings/learning methods.

#### 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**

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