

CERTIFICATE PROGRAMME IN RESOURCE MOBILISATION & COMMUNICATION

8th-19th February, 2010

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Hyderabad

Jointly Organised by:

The Resource Alliance, UK & IBS Hyderabad



For whom

This programme serves professionals associated with non-profit organisations and other persons wanting to build careers in resource mobilisation/fundraising. They should at least have:

- ◆ A graduate degree in any discipline
- ◆ Experience with the non-for-profit sector desirable
- ◆ Prior Experience in resource mobilisation is preferred but not essential.
- ◆ Good communication skills with reasonable proficiency in reading and writing English

Why

India is an emerging economy with a vibrant corporate sector and a growing middle class with increasing amounts of disposable income. Therefore, there is an increasing need to capitalize on locally available resources.

However, non-profit organisations in India are still facing a number of challenges in raising resources and are still heavily dependent on international funds for sustainability. Existing traditions of philanthropy are towards religious institutions, disaster relief and through personal networks. As a result, relatively few non-profits are able to venture into the field of local fundraising and developing the capacity of civil society organisations to engage their local environment, diversify and sustain their sources of funding.

IBS and The Resource Alliance believe in the need to continually invest in the development of individuals within non-profit organisations to help create competently managed development organizations that will form the backbone of a sustainable civil society.

How

By offering not-for-profit organisations, a 10-day Certificate Programme in Resource Mobilisation and Communication, so as to be able to mobilise a diverse range of financial and non-financial resources for their organisation. They will be able to identify a range of potential such sources appropriate to their context and devise an effective resource mobilisation strategy for the organisation that is consistent with the values of the community and sector of which they are a part. By the end of the 10-day Certificate Programme the participants will be able to:

- ◆ Understand the major trends in the legal issues and social/political environment in which they operate
- ◆ Critically analyse the strengths and weaknesses of the organisation's existing resource base
- ◆ Formulate a simple plan on how to diversify the resource base
- ◆ Identify main funding sources and appropriate techniques to secure them
- ◆ Understand why communication is a prerequisite to fundraising
- ◆ Set-up effective systems for reporting and communicating with donors

A SIX-MODULE PROGRAMME STRUCTURE

1. **Fundamentals Of Resource Mobilisation:** Principles of Resource Mobilisation, Fund raising cycle, Ethics, Accountability and Transparency.
2. **Environmental Context:** Overview of the development sector, relations between sectors, history and character of the civil society, policy environment, and enterprise set up.
3. **Strategy Development:** Situation Analysis and Strategy Development, Case statements, Approaches to planning, SWOT analysis, external analysis (PEST), Financial Planning, Expenditure reporting, Diversification of funding, Reserve funds, endowments, & Risk Management.
4. **Program Development:** Program Development, Donor relations & research, Database building and maintenance, Understanding donor motivations, Raising from corporates, Building strategic partnerships, Communication Techniques & Strategies, Written communication, Creating a media database and Advocacy and campaigning.
5. **Organisational Planning & Budgets:** Role of staff and board in resource mobilisation, Attracting, recruiting and retaining volunteers, establishing a volunteer policy, organisational accountability, organisational planning and budgets.
6. **Monitoring & Evaluation:** Translating Strategy into operational plans, managing the implementation of a plan and strategy, performance indicators-financial and non financial

Pedagogy

The programme shall be transacted through class-room teaching, presentations, exercises, group work, and case studies by leading trainers in resource mobilisation and communication and experts in the field.

Dates

The program will be conducted over two weeks (5 days per week) at IBS Hyderabad from 8th Feb to 19th Feb, 2010.

Programme Resource persons

IBS faculty will anchor the programme; experts from not-for-profit sectors as well as fund raising organisations and the media will provide critical inputs. Visit to a leading NGO will also be organised.

Programme Fee

The total fee for the 10-day non-residential certificate programme is Rs 12,000/- and is inclusive of registration, training, materials, and assessment. A 10% discount is available for alumni of our MBA and previous RMC programs. Similar discount will also be given for nomination of 3 or more persons from same organisation. Limited fee support for smaller NGOs is available upon request on first-come first-serve basis. IBS can assist outstation participants in arranging suitable accommodation at extra cost. Candidates are expected to be regular in terms of attendance and course work assigned from time to time. Payments to be made by cash or demand draft drawn in favour of "IBS Hyderabad", payable at Hyderabad.

Certificate

Participants who successfully complete the entire Program will be awarded a certificate by The Resource Alliance UK and IBS Hyderabad. However, organisations who can not spare their nominees for the entire duration, may depute different persons for respective modules of the Program. Such participants who do not attend all modules will however, not be eligible for the certificate.

What the Participants said...

"Fundraising could indeed be a promising career option."

- Dr. Md. Raffiuddin

Founding Director, Hyderabad Council of Human Welfare

"Got rich insights of resource mobilisation through this programme."

- S Shilpa

Ashray Akruti (Caring for hearing impaired)

"If you are planning to mobilize resources firstly attend certificate program in RMC."

- Vasu C
Centre for People's Forestry

"After attending the program I realized that it is important to diversify resource base to meet expanding need for funds."

- Narasimha Reddy N L
Poverty Learning Foundation

"The course builds the competency of a professional into the practical aspects."

- Krishna Kumar Bhagat
Aide et Action

The organisers

IBS Hyderabad

IBS is a leading business school in India, offering high quality management programmes to wide cross section of students, business executives and working professionals across the country. Established in 1995, its alumni are working as management professionals in leading blue chip companies. IBS has a reputation for innovative programme design, quality courseware, strong industry interface, research, consultancy and publications. As part of its endeavour to reach out to the society, IBS also undertakes training of NGOs at subsidised costs. IBS Hyderabad is a constituent of ICFAI Foundation for Higher Education, a deemed university. For more information on IBS please visit www.ibsindia.org and www.ibshyderabad.org.



The Resource Alliance

The Resource Alliance is a UK registered charity whose mission is to build the fundraising capabilities of the non-profit sector worldwide. Resource Alliance has been working in India for 15 years, in partnership with national organisations, to help develop sustainable resource mobilisation practices to support the work of the voluntary sector. For more information about The Resource Alliance please visit www.resource-alliance.org.

For further information / clarification, please contact:

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Filled in applications (see tear-out/scroll below for soft copy) to be sent to IBS Hyderabad, at least two weeks in advance of scheduled date of commencement of the program.

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