

# 18<sup>th</sup> Eastern Africa Resource Mobilization Workshop

Africa's Premier International Fundraising Event



Three Great Events One Venue

Becoming a Giant: "Playing in the Premier League"

The Fundraising Make Over! "A 4 Day Journey to Financial Heaven"

Fundraising Unlimited! "Everything You Need To Know About Fundraising"

Monday 5<sup>th</sup> - Friday 9<sup>th</sup> December , 2011

Sarova Whitesands Beach Resort & Spa, Mombasa - Kenya

# Welcome (Karibu)

**W**elcome to the 18<sup>th</sup> Eastern Africa Resource Mobilization Workshop - the only international event of its kind in Africa. This year features three events that will be held from Monday 5<sup>th</sup> to 9<sup>th</sup> December, 2011 at the Kenyan coast.

No efforts have been spared in making this annual meeting the best to date. A series of inspiring and empowering plenaries, mini-courses and workshops have been developed to push you to the next level. Several topics will premier as mini-courses or workshops in a bid to cover areas that have been ignored in the past. This year gives you a choice of three different events in one venue. The events are:

1. Becoming a Giant: Playing in the Premier League (Master Course)
2. The Fundraising Make Over – A 4 Day Journey to Financial Heaven (Main Course 1)
3. Fundraising Unlimited – Everything You Need to know About Fundraising (Main Course 2)

This year's Master Course is based on the theme "Becoming a Giant: Playing in the Premier League". The workshop will feature two top facilitators. Mr. Bernard Ross, one of the world's best resource mobilisation facilitators and Mr. Richard Holloway, author and great facilitator, will lead the sessions with regional input. It is geared towards taking you to the highest level of fundraising, where you can play ball with the world's top resource mobilisation professionals. It will have four workshops spread over two half days

*"It is geared towards taking you to the highest level of fundraising, where you can play ball with the world's top resource mobilisation professionals."*

The "Fundraising Makeover" course will provide participants with the skills and know-how that they need to overhaul their organisation's resource mobilization approach and capacity. Led by seasoned fundraising experts, it will take participants through 12 key workshops, organized under 4 mini-courses. Organisations whose fundraising initiatives are not receiving the desired results as well as those who want to develop a strong resource mobilization competence, will benefit immensely from this workshop.

The "Fundraising Unlimited" course, will run at the same time as "The Fundraising Makeover" one. It will also have 4 mini-courses divided into 12 workshops. The workshop will be an excellent opportunity for those who want to upgrade their fundraising skills. It will cover all key skills and know-how that any skilled fundraiser needs to know over a 4 day crash course. Led by seasoned regional and international facilitators, it is a course you do not want to miss.

Given the tempting menus provided by both main courses, participants will be "allowed" to visit the other course to catch up with "learning" that they have a burning desire for. The timelines for each of the workshops for both main courses and mini-courses will be harmonised to facilitate this.

On two days participants will meet together in joint mini-courses to allow for greater networking and learning. The courses will definitely bring you up to speed with developing best practice on the global arena.

The 18<sup>th</sup> Eastern Africa Resource Mobilization Workshop will facilitate more sharing on resource mobilization approaches and tools that have worked in Africa while introducing emerging ones from other parts of the world. The forum will encourage greater networking amongst fundraisers on the continent, by giving them an opportunity to meet and discuss experiences, challenges and opportunities.

This year's venue is at the White Sands Hotel and Spa, in Mombasa. This beautiful and peaceful environment, graced by pristine beaches, is guaranteed to inspire you during the workshop sessions and get you to relax during your free time. There will also be a great social calendar with the Gala Night, games and other activities giving you the opportunity to socialize and get to network with other fundraisers. You will have the opportunity to associate with other fundraising professionals from Africa, Europe and USA at the beautiful coastal beaches of Mombasa. Held during the first week of December, it's definitely an event that you do not want to miss!

Yours faithfully,



Mike Muchilwa,  
KAFP CHAIRMAN





# *It's Time for a* Fundraising Upgrade!

The workshop will give you the opportunity to interact, exchange ideas and experiences with other fundraisers from 15 or so countries in Africa and beyond. It will be a:

- ☞ Fountain of knowledge where you will acquire skills, Know-how and information from a team of regional and international fundraising professionals.
- ☞ Microscope that gets you to examine and re-evaluate your organization's fundraising strategies and practices.
- ☞ Mirror that gives you the opportunity to reflect and learn from your fundraising successes and shortcomings.
- ☞ Stage that makes you stand tall and share your successes, experiences and contributions to best practice with the world.
- ☞ Networking paradise that gives you the opportunity to interact with and learn from a cocktail of people from all walks of life.

It's an opportunity you simply cannot afford to miss.



## Who Should Attend?

Absolutely everyone including:

- ☞ Fundraising professionals from the non profit, for profit and government sectors.
- ☞ Individuals and organizations interested in resource mobilization.
- ☞ Consultants with an interest in resource mobilization.
- ☞ Chief Executives, Directors and Senior Managers of for-profits and non-profits involved in development.
- ☞ Trustees and Board members.
- ☞ Academics



# The Master Course

## Becoming a Giant:

"Playing in the Premier League"



### Master Course Overview

The Master Course is making a return to the 18<sup>th</sup> Eastern Africa Resource Mobilisation Workshop following public demand! This years theme is "Becoming a Giant: Playing in the Premier League". The Master Course is geared towards taking you to the highest level of fundraising, where you can play ball with the worlds' top resource mobilisation professionals. It will have four workshops spread over a full day (Monday afternoon and Tuesday morning).

The first workshop will focus on "Where is the money" and will help you look in the right places for it. The next will help you separate yourself from the crowd by enabling you "develop a

competitive advantage". The third workshop will enable you develop resource mobilisation strategies that work for you. The last will focus on "the fundraising machine". The workshop is a must attend for seasoned resource mobilizers who want to raise the level of their game.

The workshop will be facilitated by Mr. Bernard Ross and Mr. Richard Holloway. These great resource mobilizers will bring you up to speed with global best practice. Richard, a well known resource mobilisation author, will be making his first appearance while the popular Bernard Ross will be gracing the occasion yet again! What's more, you will get all the material on CD for sharing with friends and colleagues.



# Becoming a Giant

## Playing in Your Own League

The Master Course will consist of 4 fundraising workshops. It has been spread over 1 day (Monday Afternoon and Tuesday Morning) to ensure that you enjoy every session.

### Master Course Program

DAY	TIME	ACTIVITY
Day 1 Monday 5th December, 2011	13.30 - 14.00	Master Course 1: Welcome / Introductions
	14.00 - 15.30	Workshop 1: Climate Change: Where is the money?
	15.30 - 16.00	Tea/ Coffee
	16.00 - 17.30	Workshop 2: Partners Not Beggars: Developing a Competitive Advantage
Day 2 Tuesday 6th December, 2011		Master Course 2: Getting Organised: Preparing Yourself for the Hunt
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 3: Laying the Corner Stone: Developing Effective Resource Mobilisation Strategies
	10.30 - 11.00	Tea/ Coffee
	11:00 - 12.30	Workshop 4: The Fundraising Machine: Building a Formidable Resource Mobilisation Team and Supporting Infrastructure
		End of Course
12.30 - 1.30	Lunch	

#### Workshop 1: Climate Change: Where is the money?

Just where is the money? That is the key question on the minds of many fundraisers as they seek to mobilise funds to ravish the ever growing appetites of their organisations. While budgets are increasing, funds seem much harder to find just like water in a desert! The fact that funds are not as easily available as they were in the past cannot be challenged. However, there is still money and one has to know where to look for it.

The workshop will look at existing trends and enlighten participants on where the money is. It will also identify major donors active in the region including bilateral, foundations, trusts, corporates and global funds. This workshop will enlighten you on where the funds are and strengthen your fundraising initiatives.

#### Workshop 2: Partners Not Beggars: Developing a Competitive Advantage

Perceptions influence our donor relationships in more ways than we can imagine. They determine whether we get funded, the amount we receive, as well as the say we have over the design and implementation of the program. They influence the way we are treated by the donor, both when things are going well or badly. Do donors view you as a partner or a beggar? While both organisations get funded, they are treated differently.

The difference between the beggars and the partners is the same as that of being a lion or a hyena. The perception is influenced by perceived value and not necessarily by the kind of organisation that you are. However, the kind of PCN's and proposals that you write, your donor presentations, reports, product offer, project designs, size, organisation type and image all influence your perception as a potential partner or "beggar".

This workshop will help you strengthen your credentials to establish yourself as a partner of choice to a variety of donors.

#### Workshop 3: Laying the Corner Stone: Developing Effective Resource Mobilisation Strategies.

In the fundraising market place, it is often the organization that has the best strategies and tactics, whether documented or not, that often emerges tops. Can you imagine going to war without a strategy? Mobilising resources without a strategy often leads to many false starts, wasted efforts and resources. It subjects the organization to unnecessary shocks as staff are sent home when resources dry up and recruited when funds are raised. The workshop will equip you with the skills that you need to develop and implement an effective resource mobilization strategy that guarantees stability and sustainability. By the end of it, you will be able to work with your colleagues in planning the organisation's fundraising strategies for the next 3-5 years.

#### Workshop 4: The Fundraising Machine: Building a Formidable Resource Mobilisation Team and Supporting Infrastructure

Any formidable fundraising campaign must be institutionalised within the organisation. It must be supported by policies, systems and procedures. It must have the support of everyone be they the board, management, field and support staff.

The machine may be supported by external people such as volunteers and consultants. It is only when you have established a winning fundraising machine, that you can develop and implement an effective and efficient long term resource mobilisation campaign that ensures that the organisation always has the resources that it requires. The machine ensures that donor commitments are met, be they efficient program delivery, timely reporting, credible accounting, regular communication and efficient resource use. This in turn encourages them to give you more money.

The workshop will show you how you can effectively establish your fundraising machine

# Main Course 1

## The Fundraising Makeover!

"4 Days to Financial Heaven"



### Main Course-1 Overview

The Fundraising Makeover is a great course for those who want to move their organization to a higher level of resource mobilization. If your fundraising strategies do not seem to be bringing home the bacon, and stress seems to be synonymous with your job, this may be the course for you. Delivered by experienced resource mobilisers, the course will be a great opportunity to "Rethink", "Restructure" and "Re-energize" your resource mobilization activities.

The course will be delivered through 12 workshops spread over 4 days. It will be a

great participatory course, backed by case studies and analysis tools such as Social, Technological, Economic, Social (STEP) Analysis, Boston Consulting Group Matrix and Porters Five Forces Model. The learning will be further reinforced by case studies.

To facilitate sharing with friends and working colleagues, you get all the workshop sessions on a CD.

The workshop will run from Tuesday 6<sup>th</sup> to 9<sup>th</sup> December, 2011



This course will consist of 4 mini-courses and 12 fundraising workshops. It has been spread over 4 days to ensure that you enjoy every session.

## Program: Main Course 1

DAY	TIME	ACTIVITY
Day 1 Tuesday 6th December, 2011	08.00-13.00	Registration and Hotel Check - In For Main Workshop Delegates Mini - Course 1: First Amongst Equals: Becoming the Best.
	13.45 - 14.30	Opening Plenary
	14.30 - 15.30	Workshop 1: Working Miracles: Developing The Midas Touch
	15.30 - 16.00	Tea
	16.00 - 17.00	Workshop 2: Friend Raising: Building Your Fundraising Network
Day 2 Wednesday 7th December, 2011		Mini - Course 2: The Road Less Travelled: Rethinking Fundraising.
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 1: Learning to Conquer: Reviewing Your Resource Mobilisation Strategy/ Approach
	10.30 - 11.00	Tea/ Coffee
	11.00 - 12.30	Workshop 2: The Eye of an Eagle: Identifying Fundraising Trends, Opportunities and Challenges.
	12.30 - 14.00	Lunch
	14.00 - 15.30	Workshop 3: Eagles and Vultures: Identifying Donors, Partners Allies and the Competition
	15.30 - 16.00	Tea / Coffee
16.00 - 17.30	Workshop 4: Strategic Positioning Determining Your Market Niche	
Day 3 Thursday 8th December, 2011		Mini - Course 3: Becoming Strategic: Developing the Competitive Edge
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 1: Pacesetter: Developing Innovative Products and Services
	10.30 - 11.00	Tea/ Coffee
	11:00 - 12.30	Workshop 2: Milking The Cow: Establishing, Managing and Maximising on Donor Partnerships
	12.30 - 14.00	Lunch
	14.00 - 15.30	Workshop 3: Leading the Pack: Learning from Initiatives, Developing Best Practice and Supporting Replication
	15.30 - 16.00	Tea / Coffee
	16.00 - 17.30	Workshop 4: Becoming the Mountain: Establishing Your Brand Name
20.00	Gala Night	
Day 4 Friday 9th December, 2011		Mini - Course 5: Money Matters
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 1: Social Investment: Raising Money From the Market
	10.30 - 11.00	Tea/ Coffee
	11:00 - 12.30	Workshop 2: The New Order: The Development Oriented Enterprise
12.30 - 14.00	Closing Plenary	

## Mini-Course 1: First Amongst Equals: Becoming the Best

This mini-course will take place on day one and will be the curtain raiser for the entire forum. It will consist of 2 workshops.

### Workshop 1: Working Miracles: Developing The Midas Touch

Resource mobilisation, like many other professions, has its miracle workers. These are people who can mobilise resources from the most unlikely of sources. Everything they touch literally turns to gold! These fundraisers, though talented, are flesh and blood beings like you and I. They have however perfected the art of mobilising resources in ways that leave many of us gaping with open mouths! The session seeks to set you on your own path of fundraising success. It will highlight the skills, tactics and tricks that they use to make fundraising magic. The workshop will show you how to develop the skills, competencies and abilities that are based on your own strengths and talents. It will help you begin to discover your own "Midas Touch" so that everything you touch, turns to gold.

### Workshop 2: Friend Raising: Building Your Fundraising Network

Many fundraisers find themselves working alone in organizations that cannot afford to get them help. The funding needs keep on increasing and the pressure can be unbearable when nothing seems to work. Every fundraiser needs to have a fundraising acquaintance that they can consult with – bounce ideas, concepts, get information, seek advice and gain encouragement when the "seam of gold" seems to have run out

A fundraising network is a key asset for any fundraising guru. The friend raising session will widen and strengthen your network over a cup of coffee, tea or a glass of juice, courtesy of the workshop. By the end of it, you would have added professional fundraisers from other organizations and several countries to your fundraising team. Like the roots of a tree, you will never have to feel lonely again!

# Mini-Course 2: The Road Less Travelled: Rethinking Fundraising

## Workshop 1: Learning to Conquer: Reviewing Your Resource Mobilisation Strategy/Approach

The success or failure of an organisation in mobilising the resources that it requires hinges on its resource mobilisation strategy or approach. It does not matter whether this strategy or approach is documented or not -- every organisation has a strategy even if it erratic or unplanned. Learning from your activities, whether they have been successful or not, is key to "continuous improvement".

The workshop will guide you in reviewing the strategies and tactics that you use in mobilising funds and assess their effectiveness. You will be able to think about the merits and demerits of each. It will also enable you review your resource mobilisation situation in order to establish whether it is desirable, acceptable or in crisis. The skills that you learn from the process will be key in enabling you lay a foundation for successful resource mobilisation.

## Workshop 2: The Eye of an Eagle: Identifying Fundraising Trends, Opportunities and Challenges

Understanding your operating environment is key to the development of an effective strategy. The ability to correctly identify and assess trends, opportunities and challenges underpins the development and implementation of any successful resource mobilisation strategy. Just like an eagle that soars the skies and assesses the terrain for emerging opportunities, the fundraising Guru is always scanning the environment for emerging opportunities and threats. The workshop will equip you with some of the techniques you can use to do this. It will capitalise on tools such as STEP, six forces amongst others to strengthen your ability to monitor your operating environment.



**Speaker:** Mr. Mike Muchilwa



**Speaker:** Ms. Elizabeth Ngonzi



**Speaker:** Mr. Moses Chege

## Workshop 3: Eagles and Vultures: Identifying Donors, Partners, Allies and the Competition

Resource mobilization entails the careful identification of appropriate donors who are likely to be sympathetic to your cause and who may want to partner with you. It will at times require joint proposals and programs with "partners" who share your values and mission and can bring on board the credibility and experience required to win competitively advertised resources. Allies are critical in supporting your resource mobilization efforts as well as project implementation. Having an armada of allies is a key asset in any fundraising drive. The competition will always exist, whether visible or not. Being able to outmanoeuvre the competition for scarce resources will ensure that you become the first amongst equals. This workshop will enable you make sense of the variety of organizations that you meet in the fundraising market place and strategically determine your allies and foes. It will enable you develop strategies for leveraging these organizations and their strengths against your own in strengthening your fundraising capacity and success.

## Workshop 4: Strategic Positioning: Determining Your Market Niche

Strategic positioning is key to successful resource mobilisation. Where in the market do you operate? Are you amongst the larger organisations that have budgets running into millions of dollars or the lower tier ones that expend a few thousand dollars? Do you operate on the partnership level or beneficiary one? Are you a localised, regional or an international player? Are you a CBO, NGO or INGO? Are you a provider, that is an organisation that provides products and services to beneficiaries, or a facilitator that works with other organisations to support its mission. Are you a donor or implementer? What kind of donors find you attractive? Are you aligned to European, American or Middle East based donors? Alternatively, do you fancy foundations, trusts, bilateral donors or multilateral donors? These are some of the questions that you need to consider when positioning yourself in the resource mobilisation market. Identifying your market niche and positioning yourself strategically will influence the degree of success in attracting donor funds.



# Mini-Course 3: Becoming Strategic: Developing the Competitive Edge

## Workshop 1: Pacesetter: Developing Innovative Products and Services

Whether you appreciate it or not, you are in the product and/or service market. Every time you send out a proposal, you are seeking social investors for your products or services. Donors fund you because of your perceived ability to deliver or provide something that they want. Have you thought about the kind of products and/or services that you offer the market? Are they conventional everyday products and services or are they unique and innovative? Are they high value products and services or low value ones? The ability to innovate and develop innovative products and services will serve you in good stead with donors looking for something new. Products/services that can be replicated and delivered sustainably at low cost have greater chances of attracting support. This workshop will help you develop the kind of products and services that support your fundraising proposals and programs, thus attracting the donor partners and resources that you need.

## Workshop 2: Milking The Cow: Establishing, Managing and Maximising on Donor Partnerships

What kind of donor portfolio do you maintain? Do you have many donors who provide small amounts or a few donors who provide large amounts of money? In short, is your donor portfolio full of Zebu or Holstein Frisian cows? Are you getting a cup of milk from your donor cow where you should be getting pails? Donors cost money to maintain through overheads – be it staff time, reporting, communication amongst other costs. Some donors cost you more than meets the eye and are in reality subsidized by other donors. There are donors whose package, be it cost sharing, limited funding or reporting conditions, leave you worse off than you were. Other donors will be easy to work with, be flexible in funding and easy to report to. It is important to choose your donors wisely – something this workshop will help you do. It is also critical that the organization maximize the potential funding that it can attract from its donor partners. It is often easier to raise more from existing donors than recruit new ones. This workshop will enable you assess your donors and decide which ones can offer you more in terms of resources and support and those who have hit the ceiling. It will help you appreciate quality instead of quantity and increase the returns to your investment per donor.

## Workshop 3: Leading the Pack: Learning from Initiatives, Developing Best Practice and Supporting Replication.

Many donors seek to support innovative programs that offer new solutions to development challenges and have the potential for up scaling and replication. They are on the look out for best practice – programs that offer new learning for the wider development practice. Unfortunately, many development organisations fail to capture the learning and success of their initiatives in ways that interest donors, development practitioners and the academic fraternity. It is often exploited by consultants and academics who take advantage to run off with the glory! Interesting initiatives that demonstrate the potential for best practice, replicability and sustainability are a great asset for any organisation seeking development resources. This workshop will equip you with the skills and know-how to develop and document best practice that aids your fundraising prospects.

## Workshop 4: Becoming the Mountain: Establishing Your Brand Name

In the natural order of things, the mountains rule over the plains! In fundraising, those who are more visible and have high value brands dominate those who are hardly seen or unknown. As was noted in animal farm, all animals are equal, but some are more equal than others! If your organisation is unknown and of little repute, its time to go back to the drawing board. A brand name that shows you to be credible, accountable and successful works wonders in attracting the funds that you seek. As the good book says, to those who have, more will be given, to those without, even the little they have will be taken away! This workshop is about enabling you become a mountain, in your chosen sector or scheme of work. It will give you tips on how to develop a formidable brand name that will attract money just like the mountain attracts the rain. If you want to stand up and get noticed, this workshop is for you!

# Mini-Course 4: Money Matters

The Money Matters Mini-Course focuses on new opportunities for raising and managing money. It will have two workshops:

## Workshop 1: Social Investment: Raising Money From the Market

When a community need is identified, the first option often considered is a financial grant. Yet many activities supported by development organisations can repay their initial investment if well planned.

This workshop is about fundraising options available to development organisations, that go beyond grants. It will cover fees, loans, shares, bonds amongst other forms of investment that allow you to meet needs, such as capital costs, that donors may be unwilling to cover.

## Workshop 2: The New Order: The Emergence of the Social Enterprise

Many development organisations turn green with envy when they see the profit oriented enterprise next door feted for its great achievements. Some of them have been able to make good returns by offering their products and services to the very people that non profits work with. For example, why do profit oriented banks such as Kenya's "Equity Bank" seem to achieve more than their non profit equivalents who work with the same target groups? Why do organisations financed by investment capital as well as their own profits seem to outperform those that have been bankrolled by donors for ages? Are there lessons that "non profits" can learn from the "for profit sector?" A few non profits have also managed to make themselves self sustaining using an interesting variety of strategies. Are there lessons we can learn from them? The social enterprise is an increasingly popular phenomena that has emerged to challenge other development oriented organisations in certain sectors. This session explores social enterprises and the opportunities they provide.

# Main Course 2

## Fundraising Unlimited!

"Everything you need to know about fundraising"



### Main Course - 2 Overview

Fundraising Unlimited is a crash course on core resource mobilization skills. It will equip you with key skills and expertise on resource mobilization. It is a great course for those who have learnt their skills in the "school of hard knocks" or "by trial and error". It is also a great refresher course for those who may have received some training. Delivered through 12 workshops, you get the opportunity to have many years of regional and international experience summarized in 4 days!

The workshops will capitalize on case studies to ensure that the skills and knowledge that they communicate are properly distilled, disseminated and absorbed!

To facilitate sharing with friends and working colleagues, you get all the workshop sessions on a CD. The workshop will run from Tuesday 6<sup>th</sup> to Friday 9<sup>th</sup> December, 2011



This Course consist of 4 mini-courses, 12 fundraising workshops. It has been spread over 4 days to ensure that you enjoy every session.

## Program: Main Course 2

DAY	TIME	ACTIVITY
Day 1 Tuesday 6th December, 2011	08.00-13.00	Registration and Hotel Check - In For Main Workshop Delegates Mini - Course 1: First Amongst Equals: Becoming the Best.
	13.45 - 14.30	Opening Plenary
	14.30 - 15.30	Workshop 1: Working Miracles: Developing The Midas Touch
	15.30 - 16.00	Tea/Coffee
	16.00 - 17.00	Workshop 2: Friend Raising: Building Your Fundraising Network
Day 2 Wednesday 7th December, 2011		Mini - Course 3: Prospecting for Gold: Collecting the Bounty.
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 1: "Opposites Attract" - The Fundraisers Guide to Courting and Engaging Donors
	10.30 - 11.00	Tea/ Coffee
	11:00 - 12.30	Workshop 2: Big Brother: Riding the Corporate Money Train
	12.30 - 14.00	Lunch
	14.00 - 15.30	Workshop 3: Manner from Heaven: The Art of Fundraising in Kind
	15.30 - 16.00	Tea / Coffee
16.00 - 17.30	Workshop 4: Touching Hearts: Reaching Out to the Donor Next Door	
Day 3 Thursday 8th December, 2011		Mini - Course 4: Playing Columbus: Seeking New Pastures
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 1: Love Letters: Writing Proposals That Work
	10.30 - 11.00	Tea/ Coffee
	11:00 - 12.30	Workshop 2: Fundraising Robot: Going Hi Tech
	12.30 - 14.00	Lunch
	14.00 - 15.30	Workshop 3: Robin Hood: Using Fun to Mobilise Funds
	15.30 - 16.00	Tea / Coffee
	16.00 - 17.30	Workshop 4: Beauty and the Beast: The Magic of Story Telling
20.00	Gala Night	
Day 4 Friday 9th December, 2011		Mini - Course 5: Money Matters
	07.30 - 09.00	Breakfast
	09.00 - 10.30	Workshop 1: Social Investment: Raising Money From the Market
	10.30 - 11.00	Tea/ Coffee
	11:00 - 12.30	Workshop 2: The New Order: The Emergence of the Social Enterprise
12.30 - 14.00	Closing Plenary	

## Mini-Course 1: First Amongst Equals: Becoming the Best

This mini-course will take place on day one and will be the curtain raiser for the entire forum. It will consist of 2 workshops.

### Workshop 1: Working Miracles: Developing The Midas Touch

Resource mobilisation, like many other professions, has its miracle workers. These are people who can mobilise resources from the most unlikely of sources. Everything they touch literally turns to gold! These fundraisers, though talented, are flesh and blood beings like you and I. They have however perfected the art of mobilising resources in ways that leave many of us gaping with open mouths! The session seeks to set you on your own path of fundraising success. It will highlight the skills, tactics and tricks that they use to make fundraising magic.

The workshop will show you how to develop the skills, competencies and abilities that are based on your own strengths and talents. It will help you begin to discover your own "Midas Touch" so that everything you touch, turns to gold.



**Speaker: Mr. Richard Holloway**



**Speaker: Mr. Bernard Ross**

### Workshop 2: Friend Raising: Building Your Fundraising Network

Many fundraisers find themselves working alone in organizations that cannot afford to get them help. The funding needs keep on increasing and the pressure can be unbearable when nothing seems to work. Every fundraiser needs to have a fundraising acquaintance that they can consult with – bounce ideas, concepts, get information, seek advice and gain encouragement when the "seam of gold" seems to have run out.

A fundraising network is a key asset for any fundraising guru. The friend raising session will widen and strengthen your network over a cup of coffee, tea or a glass of juice, courtesy of the workshop. By the end of it, you would have added professional fundraisers from other organizations and several countries to your fundraising team. Like the roots of a tree, you will never have to feel lonely again!

# Mini-Course 2: Prospecting for Gold: Collecting the Bounty

## Workshop 1: "Opposites Attract" – The Fundraisers Guide to Courting and Engaging Donors

Getting donors is one of the leading challenges many fundraisers face. Just where do you find donors? How do you approach them? Fundraising is an art, that takes skill and know-how. Its like courting and marrying a spouse. If you use the wrong approach and strategies, you will get nowhere! Even when you identify the donors, they will not just give you money because you turn up and ask for it! Donors are more guarded on where they invest their scarce resources, seeking to maximise their returns to social investment.

This workshop will equip you with the skills that you need to identify, court and engage donors. Its sessions will cover donor research, identification and recruitment, donor partnerships and relations. It will help you effectively court and engage donors.

## Workshop 2: Big Brother: Riding the Corporate Money Train

The strong entry of corporates into the development business under the corporate social responsibility banner has created new funding opportunities. Current experience shows that these opportunities are not for everyone. Corporates are very particular on who they work with, how and what they actually fund. In short, they are a mirage for some particular organisations and an oasis for others! However, there are many ways to engage with corporates, including those that are too cagey about giving their own money. Few non profits appreciate the value of the infrastructure and customer base that many corporate's command. Many of these customers are potential "individual" donors in their own right. By working with corporates, non profits can mobilize funds from "donors" they had no easy access to. Just how does one partner and work with corporates? How do you go about mobilising the resources that you need?

The workshop is about exploiting the many opportunities available in working with corporates be it from grants, using their networks to mobilise resources and capitalising on their expertise. It is a workshop you definitely do not want to miss.

## Workshop 3: Manna From Heaven: The Art of Fundraising In Kind

Seasoned fundraisers know that it is easier to mobilise resources in kind than in cash. Corporates and individuals often find it easier to give things than money. Businesses that make products or offer services feel that giving some away to a good cause is not only cheaper, but also promotes their company more effectively. It also increases their confidence that the products or services that they provide will be better used for the purpose for which they were given. For certain projects, you can raise far more resources by using an in-kind strategy than seeking cash. By breaking down your project budgets into services and products that can be raised in kind, you can easily raise substantial resources from a large base of donors.

This workshop will equip you with the skills that you need to mobilise significant levels of resources for your projects and organisation, in kind.

## Workshop 4: Touching Hearts: Reaching Out to the Donor Next Door

Did you know that most funds for charity come from individual donors? Most non profits in the west rely on individual donors for most or all of their funds and have elaborate mechanisms for mobilising these funds. Many well known and successful organisations, such as Green Peace, are funded entirely by individual donors. However in Africa, non profits are perceived to be rich and are often a target of appeals for support during times of crisis, alongside the Government and donor base.

The image of the big cars, luxurious offices and well paid staff have undermined support from this critical donor. Yet individuals in Africa have been key donors to religious organisations, families in need as well as community initiatives. The increasing recognition given to the Diaspora communities that have emerged as a key foreign exchange earner and source of investment in many countries also casts the spotlight on this untapped goldmine. In reality, both you and your neighbours are donors, or potential donors. You give for all kinds of social and development activities that appeal to you. If you are interested in mobilising funds from the donor next door, this workshop is for you.

# Mini-Course 3: Playing Columbus: Seeking New Pastures

## Workshop 1: Love Letters: Writing Proposals That Work

Proposals are a medium that allow you to communicate your identity, ideas and intentions to the donor. The ability to express your concepts and ideas on paper effectively, will play a big role in determining whether or not the project concept note (PCN), proposal or project document is successful in attracting funds. Many donors are understaffed and do not have the time to read through long proposals and project concept notes.

A poorly written document easily turns them off resulting in lost fundraising opportunities. There are many suitors trying to court the donor and your "love letters" will have to be enticing if they are to result into a satisfying relationship. This workshop will guide you on the process of writing effective project concept notes and proposals. Its one workshop that you do not want to miss!

## Workshop 2: The Fundraising Robot: Going Hi Tech

Technology has fundamentally changed the way we live, communicate and interact with each other. Mobile phones, the internet, websites, social sites, digital photography amongst others have increased the pace and depth of interaction and communication. Technology has given us more tools with which to mobilise the resources we require. Mobile phone money transfer platforms, along with credit cards and fundraising service providers have increased the options available. Technology has reduced the advantages that large organisations have over their smaller counterparts as far as resources and capacity is concerned. ICTs allow organisations to reach more potential donors at lower costs. Technology allows us to capitalise on opportunities to mobilise resources on a 24 hour basis. We can literally mobilise resources while we sleep. The workshop will broaden your mind on the fundraising possibilities available through technology. By the end of the session, you will be able to include technology based strategies within your fundraising plans.

## Workshop 3: Robin Hood: Using Fun to Mobilise Funds

Appealing to the charitable feelings of many individual, corporate and other institutional donors is often the most used strategy in mobilising resources. Often, the donor feels that they are just helping as they get nothing back. Yet there is another way of mobilising funds. It capitalises on entertaining or competitive activities that enable donors have a great time while you opening their purses and wallets to those in need.

Events such as the Rhino Charge have used this strategy for years and raise a million donors annually for environmental conservation. There is no easier way to mobilise funds than providing fun for cash. If you are interested, this workshop will show you how!

## Workshop 4: Beauty and the Beast: Learning the Art of Story Telling

Donors support our work for many reasons, key amongst them because they want to do good. Many organisations have not developed the capacity to capture the impact and success of their work and communicate this to their donors. They often rely, if anything, on the flat and relatively boring monitoring and evaluation data, which is soon forgotten.

The ability to capture your impact and success in great stories, that connect with the greater human cause, is a great fundraising asset. It is not about demeaning the dignity of those we support through programs and emphasizing on all their negatives, but being able to tell their story and your story in a way that encourages the donor to partner and work with you. Stories that talk of project impact in a positive way where the donor feels that they are actually making a difference and changing lives, have more impact than sordid stories that rely on emotional blackmail. This workshop will start you off on the great art of story telling -- a key strategy in gaining the edge over the fundraising competition.

# Mini-Course 4: Money Matters

This course focuses on new opportunities for raising and managing money. It will have two workshops:

## Workshop 1: Social Investment: Raising Money From the Market

When a community need is identified, the first option often considered is a financial grant. Yet many activities supported by development organisations can repay their initial investment if well planned.

This workshop is about fundraising options available to development organisations, that go beyond grants. It will cover fees, loans, shares, bonds amongst other forms of investment that allow you to meet needs, such as capital costs, that donors may be unwilling to cover.

## Workshop 2: The New Order: The Emergence of the Social Enterprise

Many development organisations turn green with envy when they see the profit oriented enterprise next door feted for its great achievements. Some of them have been able to make good returns by offering their products and services to the very people that non profits work with. For example, why do for profit oriented banks such as "Equity Bank" seem to achieve more than their non profit equivalents who work with the same target groups? Why do organisations financed by investment capital as well as their own profits seem to outperform those that have been bankrolled by donors for ages? Are there lessons that "non profits" can learn from the "for profit sector?" A few non profits have also managed to make themselves self sustaining using an interesting variety of strategies. Are there lessons we can learn from them? The social enterprise is an increasingly popular phenomena that has emerged to challenge other development oriented organisations in certain sectors. This session explores social enterprises and the opportunities they provide.



... at a reasonable cost...

## MASTER COURSE

### 1 day workshop – Euro 200

The all inclusive registration fees covers:

- ☞ Full one day workshop program (Monday 5th December 13.30 to Tuesday 6th December, 12.30)
- ☞ One night hotel accommodation (5th December 2011)
- ☞ All meals from 5th December 2011 (evening tea and dinner) to 6th December 2011 (breakfast and lunch)
- ☞ Self contained single room
- ☞ Workshop materials
- ☞ Certificate of Attendance

### 1 day workshop – Euro 150

- ☞ Full one day workshop program (Monday 5th December 13.30 to Tuesday 6th December, 12.30)
- ☞ No accommodation
- ☞ Lunch and two teas through out the workshop period
- ☞ Workshop materials
- ☞ Certificate of Attendance



...to make a difference...

## MAIN COURSE

### 4 day Workshop – Euro 600

The all inclusive registration fees covers:

- ☞ Full four day workshop program (Tuesday 6th – Friday 9th December 2011)
- ☞ Three nights hotel accommodation (6th/7th/8th of December 2011)
- ☞ All meals from 6th December 2011 (dinner) to 9th December 2011 (lunch)
- ☞ Self contained single room
- ☞ Workshop materials
- ☞ Certificate of Attendance

### 4 day workshop – Euro 400

- ☞ Full four day workshop program (Tuesday 6th – 9th December 2011)
- ☞ No accommodation
- ☞ Lunch and tea through out the workshop period (Wednesday to Friday)
- ☞ Workshop materials
- ☞ Certificate of Attendance



# Workshop Venue

## Sarova Whitesands

Beach Resort & Spa  
Mombasa - Kenya



## The Social Programme

No resource mobilization conference is complete without the opportunity to network and socialize. Breakfast, tea and coffee breaks, lunch and dinner will provide great opportunities to make fundraising contacts and lifelong friends. You will also have the opportunity to change your neighbours on different days to allow you interact with new people. The sessions conveniently end early enough for you to take a relaxing walk on the beach, with your new friends in tow, gazing at the Indian ocean while digesting life transforming tips and skills acquired during the day's proceedings.

To ensure that you collect as many new contacts as possible, there will be a prize for the delegate who collects the most contact cards from other delegates during the "workshop". The prize will be awarded during the Gala Night, held on the beach on the last night of the event. Great food and lovely music will be a splendid way to end your time at a fantastic workshop. For those who want to go out of the hotel to sample the night life, the hotel is strategically located to give you easy access to other interesting venues and spots in Mombasa to unwind after a tantalizing day.

It is definitely one workshop that makes learning fun. Missing it is dangerous for your fundraising health!



# REGISTRATION FORM

**18th Eastern Africa Resource Mobilisation Workshop**  
Monday 5th - Friday 9th December 2011



## Delegate's Details

Title \_\_\_\_\_  
Surname \_\_\_\_\_  
Other names \_\_\_\_\_  
Job title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone \_\_\_\_\_  
Mobile \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_

Please tick where appropriate:

I have special needs / dietary requirements

Please specify: \_\_\_\_\_

Type of organization:

CBO  NGO  INGO  OTHERS

Please specify: \_\_\_\_\_

## THREE GREAT EVENTS ONE VENUE

### KAFP BANK DETAILS

Kenya Association of Fundraising Professionals  
Consolidated Bank of Kenya,  
Koinange Street, Nairobi - Kenya.  
Account number: 0120050627400  
Swift Code: CONKKENYA

#### FOR REGISTRATION:-

- Complete the form from the KAFP website or
- Download the registration form from the KAFP website and fill/complete it, then scan and email it back with a copy of your payment to [info@fundraisingkenya.org](mailto:info@fundraisingkenya.org)

Workshop	Registration Fees	Selection	Selection
Master Course	Accommodation on 5th December 2011	<input type="checkbox"/>	EURO 200
Master Course	No accommodation	<input type="checkbox"/>	EURO 150
Main Course	Accommodation on 6th, 7th, and 8th December 2011	<input type="checkbox"/>	EURO 600
Main Course	No Accommodation	<input type="checkbox"/>	EURO 400
Additional nights	Please indicate dates _____ EURO 90 X _____ nights	<input type="checkbox"/>	EURO _____

(Please note the registration fee covers the cost of accommodation on the programme dates only. Should you wish to book any additional nights; please specify dates and number of nights above or contact the EARMW Coordinator at the Nairobi office - see contact details above.)

**METHODS OF PAYMENT (Please tick as appropriate) - Bookings NOT valid until correct payment is received.**

BY CHEQUE, payable from the Kenya banks in EURO or Ksh to the Kenya Association of Fundraising Professionals. Cheque must be attached to the registration form. Eurocheques are not accepted.

BY BANK TRANSFER Payable to: Kenya Association of Fundraising Professionals. Attach a copy of the transfer form to your registration form and indicate your full names and organization in your payment details.

BY CASH, Payable to Kenya Association of Fundraising Professionals secretariat. (See contact details above).

By MPESA to the office Mobile number: - +254 (0) 718 041665

NB. Payment can be made in EURO and or KSH. Please note that exchange rate supplied will be the rate in effect on the day of transaction, not necessarily the day you make your booking. Cost of transfer will be borne by client.

CANCELLATION POLICY: Cancellations received on/before 1<sup>st</sup> November 2011 are subject to cancellation charge of EURO 100. No refunds to be made for cancellations received after that date or in the event of non - attendance.

VISAS - Please note that it is the delegate's own responsibility to secure a visa entry into Kenya. KAFP is happy to assist you with your application, however, all requests to be made at least 6 weeks prior to the workshop.

CORRECTIONS: Whilst the program is correct at the time of publication, the conveners reserve the right to amend the program at any time.

# Kenya Association of Fundraising Professionals

Kenya Association of Fundraising Professionals is a not for profit voluntary membership association that serves as an umbrella organization for fundraisers. Our main purpose is to encourage people involved in fundraising and resource mobilization to adopt and promote high standards of ethical practice and inject professionalism. KAFP as a forum gives fundraising professionals a voice commensurate with the important role they play in mobilizing and providing the resources required for national development.

Association of Fundraising Professionals (AFP) has an agreement of cooperation and protocol of agreement with Kenya Association of Fundraising Professionals (KAFP). The Association of Fundraising Professionals (AFP) headquartered in Alington, Virginia, USA is the world's largest professional body for fundraisers. It represents 30,000 members in 212 chapters throughout the world, working to advance philanthropy. AFP does this by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

Kenya Association of Fundraising Professionals is a Participating Organization in the Certified Fund Raising Executive International Program.

CFRE International offers the only internationally-recognized baseline professional credential for philanthropic fundraising executives. Certified Fund Raising Executive (CFRE) International certifies fundraising professionals who demonstrate the knowledge, skills and commitment to the highest standards of ethical and professional practice in serving the philanthropic sector.

CFRE International fulfills this mission by establishing and administering a voluntary certification process based on current and valid standards that measure competency in the practice of philanthropic fundraising. In furtherance of its mission, CFRE International promotes voluntary certification, in dialogue with government and other bodies globally, as the preferred alternative to licensure and/or government regulation.

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## Coffee Talk

These are two hour interactive sessions which are held monthly giving participants the opportunity to be inspired, inject new ideas to their cause and professions and offer inspirational experiences to successfully achieve their ideal goals.

## Consultancy Training

KAFP supports development organizations to strengthen their resource mobilization capacity through tailored consultancy training and advisory services. We offer tailor-made training and consultancies to suit the specific needs of the organization while strengthening their capacities. The client-centered support focuses on three main areas:

- Conduct training that is tailored to suit individual organization needs
- Interventions to help organizations solve specific problems or enhance needed capacities
- Developing Resource Mobilization Strategic Plans

## The Eastern Africa Resource Mobilization Workshop

KAFP has organized regional resource mobilization workshops that attract fundraising professionals from as many as 14 countries globally. These are held annually and aimed at bringing fundraising professionals up to speed with the global trends and best practice. The workshops are designed to strengthen your capacity to mobilize resources and are inspirational, empowering and enlightening. We are supported by top notch facilitators who are fundraisers in their own right from UK, North America and East Africa.

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## Africa Resource Network

The "Africa Resource Network" (ARN) is not-for-profit, voluntary membership association. Proposed in 2008 during a fundraising workshop in Mombasa, Kenya, the Network was registered in mid – 2009 Kenya. It is currently being hosted by the Kenya Association of Fundraising Professionals (KAFP).

ARN's vision is "Dynamic, innovative and effective fundraising professionals successfully driving development in Africa and globally." ARN's mission is to develop the capacity of fundraising professionals to mobilize resources from within Africa and without, using innovative, effective and sustainable resource mobilization approaches. It promotes the development and sharing of best practice in resource mobilization.

The Network aims to bring together fundraisers, resource providers and mobilizers all over Africa so as to stimulate development in the continent.



For more information about the training including program details, opportunities for supporting the event, bookings; Please contact

Kenya Association of Fundraising Professionals  
Email: [info@fundraisingkenya.org](mailto:info@fundraisingkenya.org)  
Website: [www.fundraisingkenya.org](http://www.fundraisingkenya.org)

Regent Court, Suite B2  
Argwings Kodhek Road Hurlingham  
Nairobi, Kenya

Telephone: +254 (20) 2073962/ 3523327 ; +254 (0) 718 041 665  
P.O. Box 26245 -00100 Nairobi, Kenya