

# FUND101

## Fundraising Fundamentals for NFP's



### The Essential Guide to Implementing Fundraising Fundamentals for Not-For-Profit Organisations

With all the pressures facing the not-for-profit (NFP) sector, finding time to focus on priorities that aren't core business, such as fundraising, is a never-ending challenge. But when we look at the NFP sector, we see proof that organisations that prioritise fundraising have increased brand awareness, increased community support, and increased revenue.

This seminar provides an overview of the key principles of fundraising and takes a deep dive into the trends and challenges for the NFP sector. You'll receive practical information that can be implemented as soon as you return to work, regardless of your organisation's size or resourcing. Whether you're a seasoned fundraiser or just starting out, this seminar will give you the tools you need.

#### Seminar Overview

- Overview of the NFP sector
- Key trends of the sector
- Challenges and risks facing the sector
- Fundraising trends
- Types of fundraising
- Fundraising technology innovations
- Developing a fundraising strategy
- Linking your marketing strategy to your fundraising strategy
- Key marketing trends to enhance fundraising
- Utilising sales strategies to enhance fundraising
- Engaging key stakeholders

#### Suggested Participants

People working in the not-for-profit sector, including:

- Managers
- Marketing Staff
- Staff Responsible for Fundraising
- Board Members
- Executives

#### Cost

Webinar

**\$299** + GST each

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