



Contemporary Fundraising Methods and Strategies Training

Day Two: 10 October 2023, Tuesday

Training Update

Session One: 08.15 to 09.30am –
Fundraising using Facebook, Theory to
Practice by Ms Marianna Occhiuto, Italy

- Facebook as a fundraising tool.
- Requirements for Facebook fundraising.
- How to attract more followers and likes.
- From Theory to Practice.

Session Two: 10.00 to 11.30am – Panel
Discussion: Usefulness and Approach of
Social Media in Fundraising

- Panellists –
 - Ms Marianna Occhiuto, Italy.
 - Ms Michele Kay, South Africa.



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Session Three: 12.00 noon to 01.15pm –
Fundraising from Donor Agencies by Ms
Hannah Siebertz, Austria.

- Types of donor agencies.
- How to find and approach donor agency?
- Key parts of application.
- Donor mapping.

Session Four: 02.00 to 03.15pm –
Fundraising Landscape in Africa by Fr
Donatien TWIEYUMUREMYI, Rwanda.

- Sources of funds to Africa.
- Most used fundraising methods in Africa.
- Tips to raise funds locally.
- Methods of fundraising used by Caritas and CDJP Kigali.

Training session-based Group Working for the training participants.