

Contemporary Fundraising Methods and Strategies

Day One: 9 October 2023, Monday

Training Update

There were total four training sessions.

- 1. Session One: 08.15 to 09.30am – Fundraising Strategies for the Faith-based Organisation by Mr Percy Patrick, United Kingdom**

Following points covered in this session.

- **What is a strategy?**
- **Why strategy?**
- **Developing a fundraising strategy.**
- **Fundraising strategy template.**

- 2. Session Two: 10.00 to 11.15am – Fundraising from High-Net-Worth Individuals and Community by Mr Percy Patrick**

Following points covered in this session.

- **Who is high-net-worth individuals?**
- **Top 10 causes high-net-worth individuals donate to.**
- **High-net-worth individual funding planning cycle.**
- **What is community fundraising?**
- **Why invest in community fundraising?**
- **Types of community fundraising.**
- **Community fundraising planning.**

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3. Session Three: 12.00 noon to 01.15pm – Capital Campaign Design by Dr Glenda Miro Antonio, Philippines

Following points covered in this session.

- **Phases of capital campaign.**
- **Seven steps to a successful capital campaign.**
- **Communication and marketing.**

4. Session Four: 02.00 to 03.15pm – Fundraising Landscape in Asia by Mr John Peter Nelson, India.

Following points covered in this session.

- **Fundraising scenario in Asia.**
- **Fundraising methods used in Asia.**
- **Project funding available in Asia.**
- **Guidance to raise funds locally.**
- **Donor database.**

Training session based Group Working for the training participants.

42 female and male participants from Africa, Asia and Europe.