XCELERATE TRAINING INSTITUTE

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FUNDRAISING AND GRANTS MANAGEMENT

Fundraising Strategy and Planning Training Course

Building a Diversified, Sustainable Income Strategy for Non-Profits

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	FGM-101

Upcoming dates

Dates	Venue	Format	Fee
18 – 22 Jan 2027	Live online	Online (live)	€1,200
22 – 26 Feb 2027	Paris	Classroom	€4,800
3 – 7 May 2027	Singapore	Classroom	€5,500
26 – 30 Jul 2027	Live online	Online (live)	€1,200
9 – 13 Aug 2027	Amman	Classroom	€3,800
15 – 19 Nov 2027	Amsterdam	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/fundraising-strategy-and-planning-training-course/

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Fundraising Strategy and Planning Training Course

Introduction

Many non-profit organisations depend on a few donors or one-off appeals, leaving them vulnerable when funding priorities change. A clear fundraising strategy diversifies income, builds long-term relationships and supports the organisation's mission.

This course guides participants through building a fundraising strategy and annual plan: analysing current income, choosing income streams, setting targets, budgeting, organising the team and measuring results.

Learning Objectives

By the end of this course, participants will be able to:

- Analyse current income sources and risks
- Understand the main fundraising income streams
- Set realistic fundraising goals and targets
- Build a fundraising strategy and annual plan
- Budget and calculate return on fundraising investment
- Organise and lead fundraising teams

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse their own organisation's income and build a draft fundraising plan.

Benefits for Your Organisation

- More diversified and stable income
- Clear priorities for fundraising effort
- Better return on fundraising investment
- Stronger donor relationships

Benefits for You

- A complete strategy framework
- Planning and budgeting tools
- Understanding of all main income streams
- Confidence presenting plans to boards

Who Should Attend

This course is designed for:

- Fundraising and development managers

- Directors of non-profit organisations
- Partnership and grants officers
- Board members of charities and foundations
- CSR and foundation managers

Course Outline

Day 1: Fundraising Landscape

- Philanthropy and giving trends in the Gulf and globally
- Income streams: individuals, major gifts, corporates, foundations and governments
- Case for support
- Ethics in fundraising
- Income analysis

Day 2: Strategy Development

- Assessing fundraising potential
- Choosing priority income streams
- Setting goals and targets
- Risk and diversification
- Writing the strategy

Day 3: Planning and Budgeting

- Annual fundraising plans
- Fundraising budgets
- Return on investment
- Fundraising calendar
- Resource allocation

Day 4: Team and Systems

- Fundraising team structures
- Role of the board and leadership
- Donor databases and CRM
- Policies and procedures
- Volunteer fundraisers

Day 5: Measuring and Improving

- Fundraising KPIs
- Donor retention analysis
- Reporting to leadership
- Continuous improvement
- Presentation of plans

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Registration Form

Fundraising Strategy and Planning Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page