XCELERATE TRAINING INSTITUTE

your learning & development partner

FUNDRAISING AND GRANTS MANAGEMENT

Donor Relationship Management and Stewardship Training Course

Keeping Donors Engaged, Loyal and Giving More

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	FGM-102

Upcoming dates

Dates	Venue	Format	Fee
11 – 13 Jan 2027	Amman	Classroom	€2,600
1 – 3 Mar 2027	Live online	Online (live)	€900
19 – 21 Apr 2027	Amsterdam	Classroom	€3,200
26 – 28 Jul 2027	Barcelona	Classroom	€3,200
13 – 15 Sep 2027	Live online	Online (live)	€900
4 – 6 Oct 2027	Berlin	Classroom	€3,200

Register or ask a question

Online: x8ti.com/course/donor-relationship-management-and-stewardship-traini…

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Donor Relationship Management and Stewardship Training Course

Introduction

It costs far more to find a new donor than to keep an existing one. Organisations that thank, inform and involve their donors build loyalty, repeat gifts and larger commitments over time.

This course teaches practical donor stewardship: understanding donor motivations, communicating impact, recognition, reporting and building long-term relationships with individuals, corporates and institutions.

Learning Objectives

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

- Understand donor motivations and the donor journey
- Design stewardship plans for different donor groups
- Communicate impact clearly and credibly
- Thank and recognise donors appropriately
- Report to institutional donors effectively
- Improve donor retention

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 map donor journeys and write impact reports and thank-you communications.

Benefits for Your Organisation

- Higher donor retention
- Increased repeat and larger gifts
- Stronger reputation with donors
- Better reporting to institutions

Benefits for You

- Practical stewardship tools
- Impact storytelling skills
- Templates for donor communications
- Improved relationship skills

Who Should Attend

This course is designed for:

- Fundraising and donor relations staff
- Partnership managers
- Communication officers in non-profits
- Programme managers reporting to donors
- Non-profit directors

Course Outline

Day 1: Understanding Donors

- Why donors give
- Donor segmentation
- The donor journey
- Retention and lifetime value
- Donor expectations in the region

Day 2: Stewardship in Practice

- Stewardship plans
- Thanking and recognition
- Impact reporting and storytelling
- Donor visits and events
- Digital stewardship

Day 3: Institutional Donors

- Reporting to foundations and agencies
- Managing grant relationships
- Handling problems transparently
- Renewal and upgrade strategies
- Action plan

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Registration Form

Donor Relationship Management and Stewardship Training Course

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

Duration: 3 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: .....

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Email this form
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Register online
Open the course page