XCELERATE TRAINING INSTITUTE

your learning & development partner

FUNDRAISING AND GRANTS MANAGEMENT

Digital Fundraising and Crowdfunding Training Course

Raising Funds Online Through Websites, Social Media and Campaigns

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	FGM-105

Upcoming dates

Dates	Venue	Format	Fee
18 – 20 Jan 2027	Barcelona	Classroom	€3,200
26 – 28 Apr 2027	Berlin	Classroom	€3,200
14 – 16 Jun 2027	Live online	Online (live)	€900
5 – 7 Jul 2027	Cairo	Classroom	€2,400
11 – 13 Oct 2027	Casablanca	Classroom	€2,400
20 – 22 Dec 2027	Live online	Online (live)	€900

Register or ask a question

Online: x8ti.com/course/digital-fundraising-and-crowdfunding-training-course/

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Digital Fundraising and Crowdfunding Training Course

Introduction

Online giving is growing quickly across the region, driven by mobile payments, social media and trusted giving platforms. Non-profits that run effective digital campaigns can reach new supporters and raise funds quickly.

This course covers digital fundraising strategy, donation pages, social media and email campaigns, crowdfunding, peer-to-peer fundraising, seasonal appeals and measurement.

Learning Objectives

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

- Build a digital fundraising strategy
- Create effective online donation journeys
- Run social media and email fundraising campaigns
- Plan and launch crowdfunding campaigns
- Use storytelling and video to inspire giving
- Measure and optimise digital fundraising results

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 plan a complete digital fundraising campaign with content, channels and targets.

Benefits for Your Organisation

- New online income streams
- A larger, younger supporter base
- Efficient, measurable campaigns
- Stronger digital presence

Benefits for You

- Practical digital fundraising skills
- Campaign planning templates
- Storytelling and content skills
- Analytics understanding

Who Should Attend

This course is designed for:

- Fundraising and digital teams in non-profits

- Communication and marketing officers
- Social entrepreneurs
- Non-profit managers
- Volunteers leading campaigns

Course Outline

Day 1: Digital Fundraising Strategy

- Online giving trends in the region
- Regulations and trusted platforms
- Donation pages and user experience
- Payment options
- Data protection

Day 2: Campaigns

- Storytelling and video
- Social media fundraising
- Email appeals
- Seasonal and Ramadan campaigns
- Peer-to-peer fundraising

Day 3: Crowdfunding and Measurement

- Crowdfunding platforms and planning
- Launch and momentum
- Analytics and optimisation
- Donor retention after campaigns
- Campaign plan presentation

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Registration Form

Digital Fundraising and Crowdfunding 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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Register online
Open the course page