XCELERATE TRAINING INSTITUTE

your learning & development partner

FUNDRAISING AND GRANTS MANAGEMENT

Corporate Partnerships and CSR Fundraising Training Course

Building Win-Win Partnerships Between Non-Profits and Companies

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	FGM-103

Upcoming dates

Dates	Venue	Format	Fee
8 – 10 ?????? 2027	Live online	Online (live)	€900
15 – 17 ???? 2027	Amman	Classroom	€2?600
28 – 30 ????? 2027	Amsterdam	Classroom	€3?200
16 – 18 ????? 2027	Live online	Online (live)	€900
6 – 8 ?????? 2027	Barcelona	Classroom	€3?200
13 – 15 ?????? 2027	Berlin	Classroom	€3?200

Register or ask a question

Online: x8ti.com/course/corporate-partnerships-and-csr-fundraising-training-…

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Corporate Partnerships and CSR Fundraising Training Course

Introduction

Companies in the Gulf are expanding their corporate social responsibility and sustainability programmes, creating major opportunities for non-profits that can offer credible, well-managed partnerships.

This course shows how to identify, pitch, negotiate and manage corporate partnerships that create value for both the company and the cause, from sponsorships and employee giving to strategic, long-term programmes.

Learning Objectives

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

- Understand what companies seek from social partnerships
- Identify and research prospective corporate partners
- Develop compelling partnership proposals
- Negotiate partnership agreements
- Manage and report on partnerships
- Protect reputation and manage risks

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 research a target company and develop and pitch a partnership proposal.

Benefits for Your Organisation

- New corporate income and resources
- Longer, more strategic partnerships
- Stronger organisational profile
- Professional partnership management

Benefits for You

- Partnership development skills
- Proposal and pitching experience
- Understanding of corporate CSR priorities
- Negotiation confidence

Who Should Attend

This course is designed for:

- Fundraising and partnerships managers
- Non-profit directors
- Foundation and CSR professionals
- Communication officers
- Social enterprise leaders

Course Outline

Day 1: The Corporate Perspective

- CSR, sustainability and ESG drivers
- Types of corporate partnerships
- Corporate giving in the Gulf
- Researching prospects
- Aligning with business goals

Day 2: Developing Partnerships

- Building the value proposition
- Writing partnership proposals
- Pitching to companies
- Negotiating agreements
- Due diligence and reputation risk

Day 3: Managing Partnerships

- Partnership management plans
- Employee engagement and volunteering
- Measuring and reporting impact
- Renewing and growing partnerships
- Pitch practice

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Registration Form

Corporate Partnerships and CSR Fundraising 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