



INDIA
LEADERS
FOR
SOCIAL
SECTOR



FUNDRAISING PROGRAM



Building a Vital Resource

Continuing ILSS's commitment to **capacity building** and **knowledge sharing**, we are proud to launch our **virtual learning** program specifically designed for **fundraising professionals** in the social sector

- ✓ Donors can invest in the fundraising futures of their organisations by **sponsoring program participants**



FIRST OF ITS KIND

ILSS Fundraising Program is a **blended-learning certification platform** exposing participants to leaders in the field, and in-depth contextual study informed by andragogical research



FOSTERING NETWORKS

Bringing together a diverse set of experienced professionals in the social sector, the program is a site of kindling and **carrying forward lasting connections**



“Time to invest in fundraising”

“

Indian organisations are yet to appreciate the role that fundraisers play. That is why it is important to have a platform like [this] to turn the spotlight on this critical area.

*Organisations need to realise that **investing in fundraising talent** has the fastest and highest return on investment because such people pay themselves back, many times over.*

*When you think about fundraising as an investment, put it on the balance sheet and capitalise it,
you start thinking differently.* ”

ASHISH DHAWAN

Founder & Director, Central Square Foundation

Program Objectives



Specifically designed through the **best tools and practices in andragogy**, these points outline what program participants can expect to achieve and develop over the course of five months

Build fundraising skills in an experiential manner
through case studies, simulations, group activities, pitching and role-playing

Gain fundraising insights from domain experts
across multiple channels by discussing best practices, understanding the funding landscape, and the varied requirements of organizations at specific stages of growth

Get exposed to emerging trends and practices
such as resource-based fundraising, venture philanthropy, impact bonds, retail fundraising, and more

Craft a unique narrative
and formulate successful fundraising strategies for your context

Create lasting and dynamic networks
through engaging with like-minded experts and peers

A Comprehensive Learning Approach

The curriculum is built upon a varied spectrum of activities and engagements, drawing from **expert knowledge**, to **on-ground research and case studies**, as well as **peer-to-peer learning**

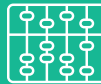


Asynchronous and Synchronous

components allow participants to learn at their pace, getting the most out of course material and live interactive sessions



Experiential Learning through problem-solving ensures participants are given tools to take forward, disseminate, and tailor the learned material to their specific context



Diverse Learning Tools ranging from guest sessions, workshops, peer review, case studies, self-diagnostic tools, office hours and periodic assessments

Featured Faculty & Speakers

Designed in collaboration with leaders in the field



ASHISH Dhawan
Founder & Director
Central Square Foundation



INGRID Srinath
Director – CSIP
Ashoka University



NOSHIR Dadrawala
Director – Legal & CSR
Compliance, Centre for
Advancement of
Philanthropy



**PRITHA
Venkatachalam**
Partner
The Bridgespan Group



PRIYA Naik
Founder & CEO
Samhita



SAFEENA Husain
Founder & ED
Educate Girls



SHRIDHAR Venkat
CEO, The Akshaya
Patra Foundation



**SRIKRISHNA
Sridhar Murthy**
Founder & CEO, Sattva



SUNDEEP Talwar
CMO, The Akshaya
Patra Foundation



VENKAT Eshwara
VP - Development
Ashoka University



VISHAL Chowla
COO
Save the Children

Structure & Timeline

- ✓ **50+ hours** spread over five months
- ✓ **3-5 hours a week on average**
 - ✓ *Including online classes, readings, and assignments*
- ✓ **Closing Ceremony** in February 2021
 - ✓ *For networking and engagement with experts and donors*



A Closer Look *Program Outline*



Introduction to Fundraising in India

A deep-dive into the current sector landscape vis-a-vis fundraising, emerging instruments, and future outlook; critical evaluation of different funding streams, and creating a resilient portfolio and fundraising strategy for your organization; compliance and regulatory frameworks.



Institutional Fundraising

Systems, tools and skills to effectively manage the complete fundraising cycle with institutional donors- foundations, CSR and government; articulating a strong narrative around your organization's work and impact; tactical building blocks such as prospecting, building the donor pipeline, crafting effective proposals and pitches; closing the deal.



Individual Giving

Leveraging the untapped potential of individual donors- HNI and retail; understanding why people give; designing impactful campaigns and movements to mobilize support; building and managing donor databases; unlocking maximum donor value.



Donor Engagement and Stewardship

Best practices and systems to create lasting donor relationships; tailored stewardship plans to foster trust with donors- both institutional and individual; technology and tools to automate reporting and engagement.

ILSS
Introduces

Network of Fundraising Professionals

A consolidated platform for **networking**, **information exchange** and **continuous learning** rooted in the Indian context.

Program participants receive a year of membership benefits.



Knowledge Portal including research and reports, resources e.g. compilation of donor giving strategies; learning programs, toolkits and templates



Advocacy on pertinent issues like unrestricted funding, diversification of CSR funding areas.



Job Portal for sharing job opportunities for fundraisers



Mentoring Support for junior fundraisers



Conferences and Networking an annual conference for fundraising professionals. Frequent chapter level events.

“Every cost in your organisation can become a product for fundraising”

“

*A smart fundraiser has the ability to **configure almost every expense** to a different donor segment.*

*Rather than feel overwhelmed by the fundraising target, they must look at the figure as something that they can disaggregate and recombine with some **clever thinking and perspective.***

”

INGRID SRINATH

*Director, Centre for Social Impact & Philanthropy
Ashoka University*





Next Steps

Application Details

Program application must be submitted by 23 August (via ILSS website)

- ✓ Shortlisted applicants will be invited for a **virtual interview**
- ✓ Applications will be reviewed on a **rolling basis**

Total cost of Program is Rs. 1L + 18% GST

- ✓ Includes 1 year membership to the **Network of Fundraising Professionals**
- ✓ Need-based scholarships available
- ✓ Organisations looking to ***nominate*** or ***sponsor participants*** should e-mail pratyush@indialeadersforsocialsector.com



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