



# 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**

A professional portrait of Ashish Dhawan, a man with dark hair and glasses, wearing a dark suit and white shirt, standing with his arms crossed.

# “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**

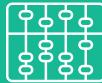


## Asynchronous and Synchronous

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*



**September 2020**  
Course Begins

**December 2020**  
Midterm Assessment

**February 2021**  
Closing Ceremony

# 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.

# 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](mailto:pratyush@indialeadersforsocialsector.com)



INDIA  
LEADERS  
FOR  
SOCIAL  
SECTOR

C-56, Greenwood City, Sector 45, Gurugram, Haryana - 122003

[frprogram@indialeadersforsocialsector.com](mailto:frprogram@indialeadersforsocialsector.com)

+91 97850 55144