



**Level: Intermediate**

## **Strategic Planning for Fundraising**

Learn how to prepare a 3-year plan to drive sustainable fundraising growth. This practical, hands on 2-day masterclass will equip you to create an effective fundraising strategy. Working through our 7-step process we examine the fundraising market, your organisational culture, donor motivations, your fundraising portfolio, how to influence donor behaviour and the enablers of success. You will analyse the drivers of fundraising success from surveys with over 300 fundraisers, more than 25 years of developing strategies for 100 organisations and acclaimed sessions run at IFC in Asia and Europe. This masterclass builds on valuable pre-work with interactive tools, group discussion, case studies, research findings and masses of experience to help you confidently craft the outline of your strategy.

### **What you will learn**

By the end of the course you will:

- Understand the strategic planning process and be ready to apply it within your organisation
- Have created an outline plan and identify key issues to address in your fundraising program
- Understand the trends and influences on fundraising in Australia and what that might mean for your plans
- Have applied key benchmarks to your fundraising program to see where future returns can come from



- Have access to a suite of tools to assist with strategic planning

## Who is this course for?

- Fundraisers wanting to take their approach to the "next level"
- Anyone with responsibility or interest in developing overall or program specific fundraising strategies.
- Fundraisers aiming to step up to leadership roles.
- Those new to the fundraising sector looking for valuable context and insights
- CEO's or Board members of organisations with emerging fundraising programs or strategies that need refreshing.

## Course Duration

- Two-day masterclass (4 half day workshops)

## Course Schedule

This course will run as 4 half day sessions. You will be expected to apply part one's learnings to your fundraising program to prepare for part two of the course. You will bring this preparatory work along to part two of the course for discussion

9:30am:	Session starts
10:45am	10-minute break
12.30am:	Session end

**NB:** Break times are indicative dependent on course activities throughout the day

## Course materials

Course materials and handouts will be provided. Please bring a notepad and pen to take notes. BYO device optional but not expected.



Full participation in **Strategic Planning for Fundraising** is applicable for **up to 14 continuing education points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.