



The South African Institute for
Advancement

BUILDING SUPPORT FOR YOUR ORGANISATION

Aspects of Advancement – Theory and Application

PROGRAMME

DAY 1

TIME	TOPIC	FACILITATOR
08h00 – 08h30	REGISTRATION & COFFEE	
08h30 – 10h30	Strategically positioning your institution to attract support <ul style="list-style-type: none"> • <i>Introduction to advancement & advancement ethics</i> • <i>Creating an investment climate</i> • <i>Shifting paradigms away from charity to social investment</i> • <i>Old think – new think</i> • <i>Harnessing the support of your board</i> 	
10h30 – 10h45	TEA BREAK	
10h45 – 12h45	Exploring the Donor Landscape and Prospect Research <i>An exploration of the donor environment. Theory & Themes in Prospect Research; where Prospecting fits into an organisation; Donor Identification – identifying types of prospect research, trends affecting the donor landscape, and a practical look at tools used in prospecting.</i>	
12h45-13h45	LUNCH BREAK	
13h45 – 14h45	Effective Online Strategies for the Advancement Operation	
14h45 – 15h00	TEA BREAK	
15h00 – 16h00	Grantmakers in Conversation DVD & Discussion	

DAY 2

TIME	TOPIC	FACILITATOR
08h30 – 10:30	Proposal Writing <i>Including Portfolio Development & Target Setting, and Budgeting</i>	
10:30 – 10:45	TEA BREAK	
ASK Inyathelo Participants will engage in 3 sessions of group work and focused learning on Proposal Writing, Solicitation, and Online Strategies. The sessions are scheduled as a round-robin and will run concurrently.		
10:45 – 12:00	ASK Inyathelo: Round 1 of 3	ALL
12h00 – 13h15	ASK Inyathelo: Round 2 of 3	ALL
13h15 – 14h00	LUNCH BREAK	
14h00 – 15h15	ASK Inyathelo: Round 3 of 3	ALL
15h15 – 15h30	TEA	
15h30 – 16h00	Wrap up and closing	