



BUILDING SUPPORT FOR YOUR ORGANISATION
Strategy and Fundraising Workshop
 Venue: Inyathelo, Cape Town
DRAFT PROGRAMME | DAY 1: MONDAY, 27 MARCH

TIME	TOPIC	FACILITATOR
08h30 – 09h00	ARRIVAL, REGISTRATION & COFFEE	
09h00 – 09h15	Welcome, introductions and housekeeping	Inyathelo
09h15 – 10h30	Demystifying Strategy – why is it important? Introducing practical tools to shape your strategy	Pippa Carte
10h30 – 10h45	Creating your Fundraising Plan	
10h45 – 11h15	TEA BREAK	
11h15 – 11h45	Research and Analysis Challenge	Group Work
11h45 – 12h30	Pick and Mix: Refining your Fundraising Plan <i>Learning reprise and take-aways</i>	
12h30 – 13h00	LUNCH BREAK	
13h00 – 13h30	Translating plans into actions <i>Activity: Monopoly money game</i>	Pippa Carte
13h30 – 14h30	The recipe for a great Case for Support <i>Exercise: refining your case</i>	
14h30 – 14h45	TEA BREAK	
14h45 – 15h45	DIY: your turn to practice your case	
15h45 – 16h00	Closing comments and wrap up	



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DRAFT PROGRAMME | DAY 2: TUESDAY, 28 MARCH

TIME	TOPIC	FACILITATOR
08h30 – 09h00	ARRIVAL, REGISTRATION & COFFEE	
09h00 – 09h15	Welcome, introductions and housekeeping	Inyathelo
09h15 – 10h30	Exploring giving at all levels Spotlight on Individual Giving	Pippa Carte
10h30 – 11h00	TEA BREAK	
11h00 – 12h15	Pros and Cons of Individual Giving <i>Breakouts: share, challenge, learn</i>	Pippa Carte
12h15 – 12h45	LUNCH BREAK	
12h45 – 14h00	All about relationships: Principles of your case, communication and relationship fundraising The Major Gift Toolkit	Pippa Carte
14h00 – 14h45	Sharpen your tools Readiness for success	
14h45 – 15h00	Closing comments and workshop concludes	