



## SUCCESSFUL FUNDRAISING & SPONSORSHIP ATTAINMENT COURSE

### DESCRIPTION OF COURSE

This course will review the basics of fundraising and sponsorship, giving participants the tools and knowledge to lead a successful fundraising campaign. The material will be presented through various lectures, media, and interactive polling and discussions, followed by breakout sessions and group discussions.

Topics covered in this course include:

- » what defines successful fundraising
- » fundamental keys to success in fundraising (the “dos”)
- » common mistakes in fundraising (the “don’ts”)
- » different avenues/platforms of fundraising
- » how to approach potential sponsorships
- » the “80/20” Rule
- » obtaining sponsors
- » expectations of the sponsor and the group securing the sponsorship
- » how to maintain a positive relationship with sponsors
- » how to get a leg up on other groups when competing for sponsorships
- » the power of the “One-pager.”

*Course Bonus: One-pager template*