

CERTIFICATE PROGRAMME IN RESOURCE MOBILISATION & COMMUNICATION

July - August, 2008

Jointly organised by:

THE RESOURCE ALLIANCE

&

THE ICAI BUSINESS SCHOOL, HYDERABAD



Supported by The Ford Foundation

For whom

This programme serves professionals associated with non-profit organisations and other persons wanting to build careers in resource mobilisation/fundraising. They should at least have:

- A graduate degree in any discipline
- Experience with the non-for-profit sector desirable
- Prior Experience in resource mobilisation is preferred but not essential.
- Good communication skills with reasonable proficiency in reading and writing English

Why

India is an emerging economy with a vibrant corporate sector and a growing middle class with increasing amounts of disposable income. Therefore, there is an increasing need to capitalize on locally available resources.

However, non-profit organisations in India are still facing a number of challenges in raising resources and are still heavily dependent on international funds for sustainability. Existing traditions of philanthropy are towards religious institutions, disaster relief and through personal networks. As a result, relatively few non-profits are able to venture into the field of local fundraising and developing the capacity of civil society organisations to engage their local environment, diversify and sustain their sources of funding.

IBS, Hyderabad and The Resource Alliance believe in the need to continually invest in the development of individuals within non-profit organisations to help create competently managed development organizations that will form the backbone of a sustainable civil society.

How

By offering not-for-profit organisations, a 15-day Certificate Programme in Resource Mobilisation and Communication, so as to be able to mobilise a diverse range of financial and non-financial resources for their organisation. They will be able to identify a range of potential such sources appropriate to their context and devise an effective resource mobilisation strategy for the organisation that is consistent with the values of the community and sector of which they are a part. By the end of the 15-day Certificate Programme the participants will be able to:

- Understand the major trends in the legal issues and social/political environment in which they operate
- Critically analyse the strengths and weaknesses of the organisation's existing resource base
- Formulate a simple plan on how to diversify the resource base
- Identify main funding sources and appropriate techniques to secure them
- Understand why communication is a prerequisite to fundraising
- Set-up effective systems for reporting and communicating with donors

A SIX-MODULE PROGRAMME STRUCTURE

- 1. Fundamentals Of Resource Mobilisation:** Principles of Resource Mobilisation, Fund raising cycle, Ethics, Accountability and Transparency.
- 2. Environmental Context:** Overview of the development sector, relations between sectors, history and character of the civil society, policy environment, and enterprise set up.
- 3. Strategy Development:** Situation Analysis and Strategy Development, Case statements, Approaches to planning, SWOT analysis, external analysis (PEST), Financial Planning, Expenditure reporting, Diversification of funding, Reserve funds, endowments, & Risk Management.
- 4. Program Development:** Program Development, Donor relations & research, Database building and maintenance, Understanding donor motivations, Raising from corporates, Building strategic partnerships, Communication Techniques & Strategies, Written communication, Creating a media database and Advocacy and campaigning.
- 5. Organisational Planning & Budgets:** Role of staff and board in resource mobilisation, Attracting, recruiting and retaining volunteers, establishing a volunteer policy, organisational accountability, organisational planning and budgets.
- 6. Monitoring & Evaluation:** Translating Strategy into operational plans, managing the implementation of a plan and strategy, performance indicators-financial and non financial.

Pedagogy

The programme shall be transacted through class-room teaching, presentations, exercises, group work, and case studies by leading trainers in resource mobilisation and communication and experts in the field.

Dates

The classes shall be conducted in three phases of 5-day each i.e. 14-18th July, 4-8th Aug and 25-29th Aug, 2008 respectively, with a break of two weeks to facilitate participants adapt learnings to their respective organisations.

Programme Resource persons

IBS faculty will anchor the programme; experts from not-for-profit sectors as well as fund raising organisations will provide critical inputs. Visit to a leading NGO in Hyderabad will also be organised.

Programme Fee

The total fee for the 15 day non-residential certificate programme is Rs 15,000/- and is inclusive of registration, training, materials, and assessment. Candidates are expected to be regular in terms of attendance and course work assigned from time to time. Payments to be made by cash or demand draft drawn in favour of "Icfai Business School", payable at Hyderabad.

The Organisers:

Icfai Business School, Hyderabad

IBS® is ranked among the top B-Schools in the country, offering high-quality programs in different areas of management to a wide cross-section of students, executives and professionals across India. IBS® has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, and research, consultancy and publications. For more information on IBS please visit www.ibsindia.org

The Resource Alliance

The Resource Alliance is a UK registered charity whose mission is to build the fundraising capabilities of the non-profit sector worldwide. Resource Alliance has been working in India for 15 years, in partnership with national organisations, to help develop sustainable resource mobilisation practices to support the work of the voluntary sector. For more information about The Resource Alliance please visit www.resource-alliance.org

For further information/clarification, please contact:

Prof Harsh Bhargava or Ms M Rajarajeswari, Icfai Business School, 13/17, Nagarjuna Hills, Panjagutta, Hyderabad 500-082. Email: harsh@ibsindia.org Tel: +91-40-2342-3174 or mekarajeswari@gmail.com Tel: +91-40-2342-3142

Rati Misra, Resource Alliance, B4/143, Safdarjung Enclave, New Delhi -110 029
Email: rati@resource-alliance.org; Tel: 011-41354766

Filled in applications (see tear-out/scroll below for soft copy) to be sent to IBS Hyderabad, latest by 20th June 2008.

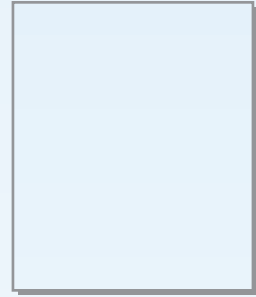
Icfai Business School

13/17, Nagarjuna Hills, Panjagutta
Hyderabad 500-082

The Resource Alliance

B 4/143 Safdarjung Enclave
New Delhi 110 029





Icfai Business School

13/17, Nagarjuna Hills, Panjagutta, Hyderabad 500-082
Tel: +91-40-2343-5301, Fax: +91-40-2343-5327

Certificate Programme in Resource Mobilisation and Communication*

Application Form

(Please fill the Form neatly by hand in Capital Letters Only)

Personal Information:

1. Name: _____
Last First Middle

2. Residential Address: _____

3. Permanent Address: _____

4. Telephone No. (Res): _____ Mobile No: _____

5. E-mail ID: _____

6. Gender: Male Female

7. Date of Birth: _____

8. Academic Qualification:

Level	Degree / Certificate	Subject(s)	College / University / Institute	Year Completed
Graduation				
Postal Graduation				
Other Courses				

* The Programme is non-residential in nature.

9. Name of the Non Profit Organization:

Web.: _____ Telephone No: _____

E-mail ID: _____

10. Brief Information about your Organization's activities:

11. Enclosed any printed material about the organization & its activities:

12. Your specific responsibility in the organization:

13. Why do you want to join this programme on Resource Mobilization and Communication at IBS?

14. Programme Fees: Demand Draft No. _____ Dated: _____

Drawn on _____ Amount: _____

I confirm that the above information furnished by me is true and accurate.

Place:

Date:

Signature of Candidate