



Fundraising is a very rich and beautiful activity. It is a confident, joyful and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God's Kingdom.

— Henri Nouwen —



NGO Fundraising and Branding

Dates: 19th to 23rd October 2020 - 2 hours everyday

NOW AT 4995/-

Register: <https://iicsronlineinstitute.com/page/fundraising-part-2-hhxw5s>

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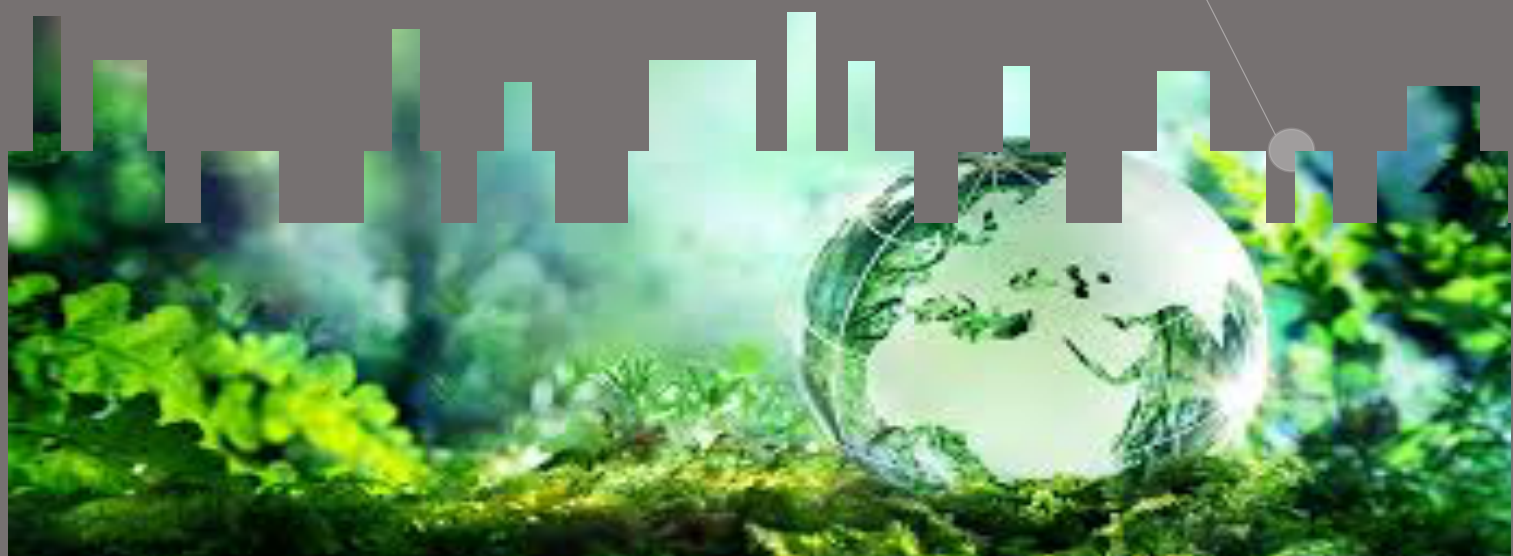


Introduction

International Institute for Corporate Sustainability and Responsibility (IICSR) established in 2015 is a training, research, and development institute dedicated to Responsible Business practices.

We offer courses with International practitioners to develop the global workforce of trained professionals for Sustainable Development. The courses are delivered by online and offline modes coupled with working on research papers, live projects solving global problems for senior executives, for student offering internships, and placement assistance. Our trainers are leading practitioners based in India, Africa, Europe, the USA, and other countries. We are also among the first one's in India to curate 2 years full-time dual degree course in MBA in CSR.

Understanding the requirements of the working professionals we have designed a flexi learning model, self-designed Masters Certificate course with diverse range of courses.





OFFLINE Courses

- Social Return on Investments (SROI) studies
- Introduction to CSR and Social - Value Change
- Workshop on CSR Project Monitoring and Reporting
- 2 years offline Dual degree MBA in CSR
- Impact Investments

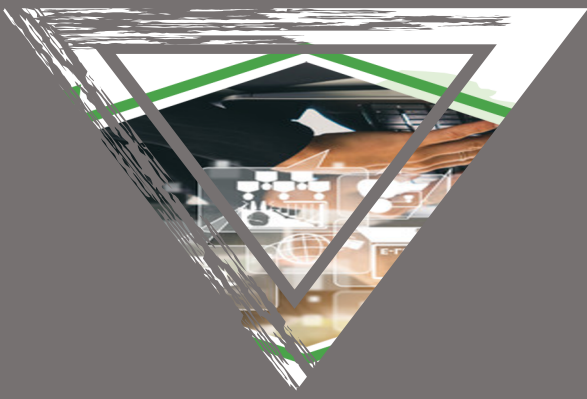
ONLINE Courses

- Introduction to CSR and Sustainability
- Value creation by ESG Reporting
- And more ongoing

EVENTS & Interactions

- Next Step – Promoting Social entrepreneurs
- National Summit on Extractive Industries and Sustainable Development
- CSR Roundtable and Meet-ups
- Mining Industry and Sustainable Development
- Sustainability Dialogues at Washington D.C
- International Responsible Investments Dialogues
- Live Interactions with Global Changemakers





Course Brief:

Investment in social causes will remain ironically inefficient unless social sector comes up with transparent ways to measure, monitor and report resource mobilization and impact. Corporate Social Responsibility has become an important fragment of social development framework and business performance, globally and especially in an Emerging Market like India where it's a legal compliance matter also. The landscape has evolved quite dramatically since last year in terms of the policy itself and its communication/reporting space. Strategic implementation and communication can help all stakeholders to overcome these times of the pandemic and recession, it's imperative for us to understand CSR's measurement and reporting from a more future focused and sustainable point of view.

Outcome

- **Concepts of collecting data, analysing and presentation**
- **Reporting frameworks and guidelines**
- **Conceptualization ability to undertake impact assessment**
- **Planning for your organization in pandemic times**
- **Skills to communicate change and social impact**

Audience

CSR departments, NGOs, Social enterprises, Students, Philanthropic Organisations, Start-ups, Consulting Firms and Academia

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Online Content Schedule

Session 1

October 5th, 2020
7:00 pm - 9:00 pm

Institutional Fundraising

- Introduction to fundraising
- Importance of sustained fundraising
- Typical examples of funding sources
- Government | PSU | Institutions

Session - 2

October 6, 2020
7:00 pm - 9:00 pm

Corporate Fundraising

- Corporate CSR Fundraising
- Non-CSR Fundraising
- Typical process of CSR Fundraising
- Funding Funnel: Effort Vs Result

Session - 3

October 7, 2020
7:00 pm - 9:00 pm

Interactions with Thought Leaders, Practical implementation, Story telling

- Individual Fundraising
- HNI | Retail | Crowdfunding | Events
- Discussions with Jatin Tiwari, CEO Sights avers on "Succeed at Fundraising through patience.

Session – 4

October 8,, 2020
7:00 pm - 9:00 pm

NGO Branding

Brand Visibility, communication strategies
Low-Mid-No Budget Branding
Fundraising Roundtable – Role of communication in the Sustainability of an NGO

Session – 5

October 9, 2020
7:00 pm to 9:00 pm

Group Discussion and Practical Implementation

- GD Practical Critique
 - Participant Presentation on Fundraising strategy for their organization
 - Practical Implementation, Q&A and feedback
- Online test:**
20 marks (4 questions from each session)

October 10th 2020: Live Interactions with Global Changemakers and Felicitation

Includes

Roundtable with the Thought Leaders



Ms Karon Shaiva
Chief Impact Officer and MD
Idobro Impact Solutions

Ms Meenakshi Batra
Chief Executive Officer
Charities Aid Foundation (CAF) India

Mr Vivek Prakash
Vice President and Head CSR
Jubilant Life Sciences Limited

Jatin Tiwari
Head - Corporate Partnerships
Sightsavers

C Pardha Saradhi
Secretary
SEARCH NGO

Presented by **NGO Fundraising and Branding**

19th October to 24th October 2020
Last Date Registrations: 15th October 2020
E: drishti.trivedi@bseindia.com
Drishti Trivedi: +91 976 877 4007



Outcomes

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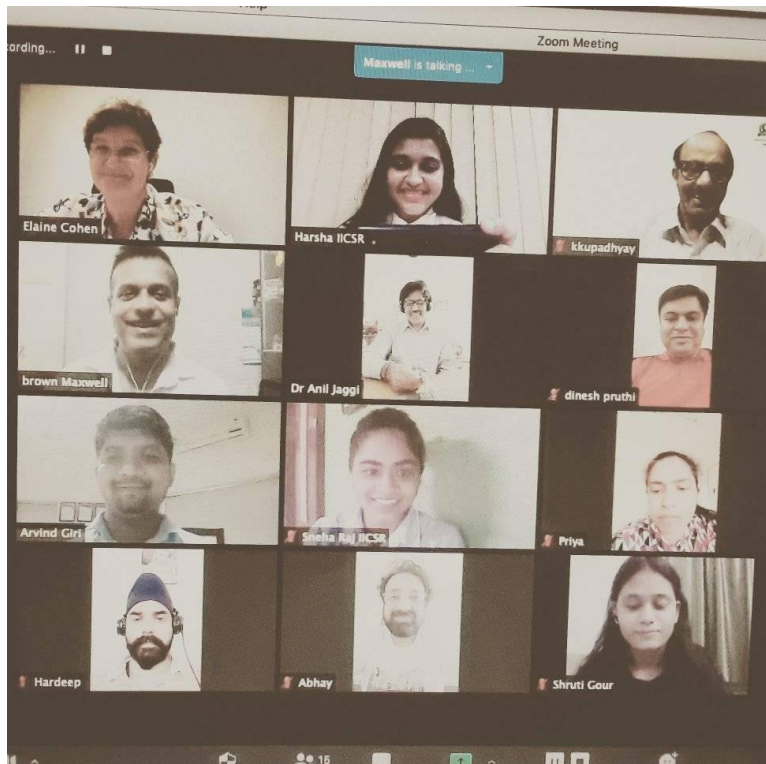
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Dhimant Chovatia
IICSR Lead Trainer
NGO Fundraising and Branding



Live Interactions with Global Changemakers



Digital Felicitation Ceremony

Lead Trainer: Dhimant Chovatia



NGO Fundraising and Brand Management

Dhimant has more than 15 years of experience across conventional trading, corporate houses and the development sector with large and mid-sized national and international organisations. Currently, he is working on his start-up Dhriti Communications to position it as a leading provider of communication services for the development sector. Over the years, Dhimant has established a strong network among the Indian non-profit and fundraising community, particularly in and around Hyderabad and South India. Work Experience? Founded Dhriti Communications? Worked for Rang De as Vice President, Fundraising

? Work experience includes Magic Bus India Foundation, Naandi Foundation, Dell and Reliance Communications? Played a key role in initiating and executing fundraising partnerships and campaigns across 8 years in the development sector? Has a keen understanding of issues such as children's education, skill-building and livelihoods? Creative skills include photography and short film-making for storytelling.

Key Clients: Key clients in the development sector include NMDC, BDL, Bank of America, Bayer Biosciences, Mondelez, Natco Pharma, Deloitte, Microsoft etc and many HNIs in Hyderabad.



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