



INYATHELO

The South African Institute
for Advancement

BUILDING SUPPORT FOR YOUR ORGANISATION

Digital Fundraising for NPOs

Venue: Inyathelo, Cape Town

DRAFT PROGRAMME | TUESDAY, 12 FEBRUARY 2019

TIME	TOPIC	FACILITATOR
09h00 – 09h30	ARRIVAL, REGISTRATION & COFFEE	
09h30 – 11h15	Welcome, housekeeping and introduction Including an introduction to Advancement as an entry point to long term organisational sustainability	Inyathelo
	A donate button is not a fundraising campaign	Ruendree Govinder
	Defining your organisation Understanding your organisation’s brand and its impact on your digital fundraising	
WORKING TEA BREAK		
11h15 – 12h45	Is your digital media ‘fundraising ready’? <ul style="list-style-type: none"> • Quick steps to a basic communications strategy • Evaluating your resources: an exercise outlining roadblocks to successful social media campaigns • Creating a donations page and engaging social media feed 	Ruendree Govinder
12h45 – 13h30	LUNCH BREAK	
13h30 – 14h45	Your SMART digital fundraising strategy <ul style="list-style-type: none"> • A look at the four phases of a campaign: setting goals, building support, marketing, and evaluation • Lessons for the next campaign 	Ruendree Govinder
14h45 – 15h00	Closing comments and wrap up <i>NOTE: Participants can sign up for complimentary bespoke advisory sessions to be held on Wednesday, 13 February 2019.</i>	