

# Workshop Topics

## Fundraising and Beyond

Importance of Governance for Fundraising Success  
Fundraising in the Age of Innovation  
Scale Up Your Fundraising Capacity with Enhanced Credibility  
Leading and Managing People for Successful Fundraising  
Optimizing Raising Funds from Governments  
Engaging Volunteers for Fundraising  
Low Cost Fundraising Campaigns

## Strategy

Developing a Comprehensive and Successful Fundraising Plan  
Fundraising Strategies for an Unpredictable Market  
Successfully Raising Funds for Challenging Causes  
Are Your NGOs Accessible to Donors  
Using Celebrities for Success: Case Studies

## Individuals

Direct Mail Clinics  
Face To Face Fundraising: Lessons Learned  
Database Management: Create, Maintain, Raise Funds!  
Best Practices in Diaspora Fundraising  
Monthly Donors Mean Sustainability: Do You Have Them?  
Online Fundraising: Strategies, Tools and Trends  
The Changing Face of Direct Marketing  
Payroll Giving for Small Charities: How to Benefit  
Inspiring and Engaging Donors for Life  
Major Gifts: Building Strategic Partnerships  
Special Events: Proven Strategies

## Corporate

CSR: Their Worth to Us  
Creating and Enhancing Corporate-NGO Partnerships  
Researching Corporates: Deciding Who to Approach  
What Sponsors Want

## Communications

Telling Your Story: The Key to Fundraising Success  
Building an Inspiring Case for Support  
Creating a Communication Plan to Support Your Fundraising  
New Ways to Produce Publications: Save the Environment  
Essential Guide for Media and Public Relations  
Fundraising While Brandraising

## Earned Income

Profits for Non-Profits: Working Models  
Starting a Social Enterprise for Sustainability and Self Sufficiency

## Institutions

Researching and Approaching Trusts and Foundations  
Writing Successful Proposals: Guidelines and Samples



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South Asian Fund Raising Group (SAFRG)  
looks forward to welcoming you all to the



7-10 August, 2010. Jaypee Palace Hotel and Convention Center, Agra

As always, the South Asian International Fund Raising Workshop (SAFRW) provides the perfect opportunity not only to build and cultivate knowledge of the fundraising profession, but to come together as a community of Individuals and to harness different skill sets and capacities, making collective effort more holistic.

The theme for this year's workshop is **"INTERACT, INSPIRE, INNOVATE"**.

**Interact:** A unique forum to come and share ideas, meet new and old friends, learn from each other's experiences and celebrate fundraising!

**Inspire:** That's what over 40 leading regional and international experts and practitioners of fundraising will strive to do!

**Innovate:** In an environment of constant challenges and competition, learn how you can innovate and come out with crisp, new ideas to excite your donors!

This year, more than ever before, we have critically looked at the feedback received from past delegates and speakers and incorporated them as we designed this new programme. We are proud to share with you the featured topics and sessions. We hope that you enjoy the experience, add to your wisdom and also get a chance to let your hair down!

Registration is open, so book soon for an early bird discount. Look forward to meeting you again at your most preferred location - the city of the Taj Mahal, Agra!

Kunal Verma  
Chairman



Pallavi Kumar  
CEO

## Featured Speakers:

Tony Elischer  
Think Consultants, UK

Ted Hart  
ACFRE, Hart Philanthropic  
Services Group, USA

Bina Rani  
Connect for Change, UK

Joseph Scaria  
Habitat for Humanity,  
Thailand

Tim Cansfield-Smith  
Plan, India

Clement Chauvet  
Unicef, India

Vikas Goswami  
Microsoft, India

Anup Tiwari  
SOS CV, Asian Office, India

Prema Balasubramanian  
Oxfam GB, India

Arundhati Ghosh  
IFA, India

Sandeep Vegad  
Greenpeace, India

Vishal Talreja  
Dream A Dream Foundation,  
India

Parul Soni  
E&Y, India

Nisha Purushothaman  
India

Yogita Verma  
CRY, India

Surat Sandhu  
Concept Development, India

Chetan Sharma  
Datamation Foundation, India

Nidhi Raj Kapoor  
AIF, India

Kunal Verma  
Oxfam, India

## One day with expert trainers Master Classes:

**Developing a comprehensive strategy for fundraising from individuals**

**Using the power of social media for fundraising**

**Writing winning proposals**

**A complete toolkit for corporate fundraising**

**Communication Planning: An all inclusive guide**

## For the first time:

**A special session on  
"Getting started in fundraising - A beginner's Guide"  
(Open to all)**

**Master Class on Social Media  
& Online Fundraising**

**Session on 'Use of Technology'  
to strengthen your fundraising efforts**

**'Direct Mail Clinic'  
(Take home a direct mail package)**

## Fundraising Doctors

**Get exclusive time with fundraising experts who will guide you through your organization's fundraising plan' (upon prior appointment)**

**Learn from over 40 leading experts from around the world**

## Other Events:

**Funders Forum**  
**Hear from the horses' mouth,  
'What are funders looking for?'**

**Panel Discussion**  
**Hear from NGO's their success stories**

**Case Studies**  
**Learn best practices  
in South Asia**

**Gala Night**  
**Enjoy food, drinks & dancing with your fellow fundraisers!**

## Many Options for attending the Workshop:

**4 days with Master Classes**

**3 days without Master Classes**

**Only Master Classes**

**SAFRW's**  
*participation charges  
are all-inclusive and include:*

**Workshop sessions**

**Delegate Kit**

**Resource material**

**Accommodation**

**Meals**

**Participation in the Gala Night**

**Benefit from practical case studies across South Asia**

**Network with more than 300 fundraising professionals from about 20 countries and more than 200 organizations!**

**Choose from 54 cutting-edge sessions and 6 master classes**

## Levels:

**Beginners**  
**Suitable for delegates and organizations with less than 2 years of fundraising experience**

**Advanced**  
**Suitable for delegates and organizations with more than 2 years of fundraising experience**