

online
masterclass

The Principles and Fundamentals of Fundraising

Executive Education



Do you work, or have an interest in, the field of philanthropy in Africa? Do you wish to develop your expertise and deepen your understanding of fundraising, marketing, finance, and non-profit management? Would you like to be able to draft a fundraising plan to grow your organisation? Are you interested in sustainability?

The Centre on African Philanthropy and Social Investment (CAPSI) at Wits Business School presents an online masterclass:

The Principles and Fundamentals of Fundraising

Who is it for?

This masterclass is aimed at individuals who wish to develop expertise and strengthen their knowledge in the field of philanthropy and social investment on the African continent. It is designed for those who aspire to be change-makers in this field as well as for experienced professionals studying part-time for professional development.

Why a masterclass?

Masterclasses give delegates an opportunity to attend a short class which focuses on only one area of interest. This 'laser' approach to learning suits busy professionals who are not able to attend longer courses.

What will I learn?

You will learn:

- Principals and fundamentals of fundraising
- The elements of a marketing & communications plan
- Relationship building with donors and volunteers
- Proposal writing for business development
- Solicitation strategies and fundraising
- Executive management policies and procedures
- Key ethical and accountability principles
- The role of leadership in fundraising



Course Logistics

Mode of delivery: Online

To register or for more information, please contact:

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