MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

NGO Management and Policy Development

Working with Donors

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2733	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

The Working with Donors Course by Magna Skills is designed to equip participants with the knowledge and skills necessary to engage effectively with donors, whether they are individuals, foundations, corporations, or government agencies. This comprehensive course provides an in-depth understanding of donor relations, fundraising strategies, and impact measurement.

Participants will learn how to identify potential donors, develop compelling proposals, build and maintain donor relationships, and secure funding for their projects and initiatives.

Course Outcomes

1. Understand Donor Types
2. Identify and Research Donors
3. Craft Compelling Proposals
4. Build Strong Donor Relationships
5. Develop Fundraising Strategies
6. Measure and Report Impact
7. Leverage Magna Skills Expertise
8. Create a Donor Engagement Plan
9. Foster Ethical Fundraising
10. Stay Current with Trends

Course Outline / Curriculum

Module 1: Introduction to Donor Relations

- Understanding the donor landscape
- Types of donors: individuals, foundations, corporations, and government agencies
- The importance of donor relations in fundraising

Module 2: Identifying and Researching Donors

- Prospecting for potential donors
- Conducting donor research and due diligence
- Creating donor profiles and segments

Module 3: Crafting Compelling Proposals

- Elements of a persuasive proposal
- Tailoring proposals to different types of donors
- Storytelling and impact-driven messaging

Module 4: Building and Nurturing Donor Relationships

- Strategies for donor engagement
- Effective communication with donors
- Stewardship and recognition

Module 5: Fundraising Strategies and Techniques

- Fundraising planning and strategy development
- Diversifying funding sources
- Leveraging online and offline fundraising channels

Module 6: Measuring and Reporting Impact

- Setting measurable goals and objectives
- Monitoring and evaluating project impact
- Reporting to donors effectively

Module 7: Leveraging Magna Skills Expertise

- Utilizing Magna Skills' industry insights and resources
- Applying Magna Skills' best practices to optimize fundraising efforts

Module 8: Creating a Donor Engagement Plan

- Synthesizing course knowledge to develop a practical donor engagement plan
- Presenting the plan effectively to secure funding for a project

Module 9: Foster Ethical Fundraising

- Adhering to ethical fundraising standards
- Prioritizing transparency, accountability, and donor privacy

Module 10: Staying Current with Trends

- Staying informed about emerging trends in donor relations and fundraising
- Continuously updating skills to adapt to the evolving donor landscape

Target Audience

- Newly appointed directors
- Project and programme managers
- Team leaders
- Newcomers to the non-profit sector
- Consultants who carry out assignments for NGOs

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Working with Donors
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____