

## S-GOOD Essentials

### SGD7 Fundraising, Advocacy and Outreach

Target Audience : Aspiring, new and current board members of nonprofit organisations  
 Date : Tuesday, 28 September 2021  
 Time : 9am – 1pm  
 Venue : This session will be conducted as a live webcast.  
 Cost : S\$200 (excl. GST); S\$214 (incl. GST)

*This course is pending approval for VWOs-Charities Capability Fund (VCF) funding up to 7 Jan 2022. All exempt, registered charities and Institutions of a Public Character (IPCs) can apply for the VCF grant, and are required to submit the approval email from NCSS to SID via email to [events@sid.org.sg](mailto:events@sid.org.sg). Registration is on a first-come-first-served basis, with priority to VCF-funded applicants.*

CPD : 4 hours

One of the responsibilities of the nonprofit board is to ensure the efficient and effective mobilisation of resources to fulfil the organisation's mission. This module will focus on the ways in which boards provide leadership in fundraising and stakeholder management through several case examples. Participants will explore fundraising strategies and stakeholder management options and determine directions that ensure organisational sustainability.

### Course Objectives

1. Explore the board's role in fundraising approaches and practices in getting financial support.
2. Explore fundraising concepts and frameworks related to human resources, and evaluation of fundraising success.
3. Examine fundraising policies for better governance.
4. Learn effective advocacy and outreach strategies through case presentation, to improve reach to targeted groups.

### Programme

- 9.00am Introduction and Housekeeping Rules
- 9.05am
  - Board's Role in Fundraising
  - Fundraising Approaches and Practices
  - Fundraising Costs and Regulations
  - Presenting Your Case for Support
- 11.00am Break
- 11.15am Community Partner Case Study Discussion
- 12.15pm Panel Discussion with Guest Speakers
- 12.50pm Programme Wrap Up / Completion of Poll
- 1.00pm End of Programme

**Usha Menon**

Executive Chairman, Usha Menon Management Consultancy

Ms Usha Menon is Executive Chairman of Usha Menon Management Consultancy, an international training and consultancy service that works exclusively with the nonprofit and social service sectors across Asia. Specialising in leadership, strategy, management, fundraising and philanthropy, she brings a wealth of multi-country experience, expertise and insights garnered over the past 28 years. Ms Menon is one of Asia's leading bloggers on nonprofit sector insights and observations through her blog Asian Insights. She co-authored the chapter on "Diaspora Giving" in the book *Revealing Indian Philanthropy*, published by the London School of Economics in collaboration with Swiss Bank UBS that focuses on the trends in giving by Indian high-net worth individuals. She has an Advanced Certificate in Training and Assessment awarded by the Workforce Development Agency.

**Registration**

Please register online at [www.sid.org.sg](http://www.sid.org.sg) by **24 September 2021, 12 noon**.

**Course Enquiries**

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Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions.

**Terms and Conditions**

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