

Online Fundraising Academy 2019

Introduction



What is Online Fundraising Academy

It is a four-week online course that aims to enhance your organization's online fundraising by bringing together online fundraising experts and professionals from nonprofits around the world.

What is the format

The Online Fundraising Academy is divided into four sessions of 60 minutes each. The session flow will typically include:

- Introduction to the topic by facilitator
 - Presentations by 2 speakers
 - Q & A with participants
- Homework assignment shared by facilitator
 - Conclusion by facilitator

What is the schedule

Webinar 1: Develop a Year-End Digital Fundraising Strategy

Wednesday, October 9, 2019 at 1.00 pm BST

Webinar 2: How to Acquire New Donors

Wednesday, October 16, 2019 at 1.00 pm BST

Webinar 3: How to Retain Donors Long-Term

Wednesday, October 23, 2019 at 1.00 pm BST

Webinar 4: How to Track and Measure Digital Fundraising Success

Wednesday, October 30, 2019 at 1.00 pm BST

What will you gain from it

- Recommendations from experts on how to strengthen your digital fundraising
- Best practice examples
- Practical tools that you can use to strengthen your fundraising plans and the outcomes
- Opportunity to receive feedback from GlobalGiving and other peers on the work you produce and share via Facebook group
- Transferable learnings that you can apply to other methods of fundraising

In addition, you will receive GG reward points and a certificate of completion if you watch/participate in all four of the webinars.

What is expected from you

- Complete the [pre-academy survey](#)
- You can choose to register for and attend any or all of the sessions
- Actively participate in the webinars by sharing relevant experience or questions in the chat window of the webinar
- Complete the assignment at the end of each webinar
- Review and comment on the work shared by your peers on the Facebook group
- Put the learning from the webinars into practice.

A little bit more about the assignment

Each week the facilitator will share an assignment with you.

It will give you an opportunity to put into practice what you have learnt and immediately begin to strengthen your digital fundraising capacity.

You will be asked to share this assignment on the Facebook Project Leaders group for peer review.

How can you join

You can [register for the Online Fundraising Academy here.](#)

Once you register on this link you will automatically get registered for all four webinars.

A pair of hands is shown from a top-down perspective, gently cupping a small green plant seedling with two leaves. The hands are positioned centrally at the bottom of the frame. The background is a soft-focus image of various flowers in shades of pink, purple, and green, creating a warm and natural atmosphere. The overall image has a slightly desaturated, muted color palette.

Questions?

Write to us at projecthelp@globalgiving.org



We look forward to seeing you
at the Online Fundraising
Academy 2019

