



Contemporary Fundraising Methods and Strategies Training

Day Three: 11 October 2023, Wednesday

Training Update

- Session One: 08.15 to 09.30am – Crowdfunding by Ms Marianna Occhiuto, Italy
 - What is crowdfunding?
 - Types of crowdfunding.
 - Crowdfunding platforms across globe.
 - Step-by-step guide to start crowdfunding.
- Session Two: 10.00 to 11.15am – Event Management, Festival and Speciate Occasions as fundraising vehicle by Ms Marianna Occhiuto
 - Types of events.
 - The donor pyramid and events.
 - Religious and non-religious festivals and special occasions.
 - Fundraising event checklist.



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- Session Three: 12.00 noon to 01.15pm – Legacy, Planned Giving and Mail Fundraising by Isabella Lalli, Italy
 - Requirements for legacy fundraising.
 - Legacy campaign guide.
 - Target groups for legacy fundraising.
 - Direct marketing.
- Session Four: 02.00 to 03.15pm – Corporate Social Responsibility by Dr Pekam Basu, India
 - What is a Corporate Social Responsibility?
 - How to raise funds through Corporate Social Responsibility.
 - Examples of Corporate Social Responsibility.