



ONLINE: Fundraising Basics for Teachers

Course Outline

LESSON 1

Overview of Educational Fundraising

- Possible Fundraising Goals
- Common Concerns while Fundraising
- The Fundraising Process
- Interactive Scenario: Choosing the right funder for your classroom requirements.

LESSON 2

Planning and Considerations

- Conducting research into fundraising topics and processes
- Fundraising Committees and Strategies
- Sources for Fundraising
- Budget and Timeline

LESSON 3

Preparing a Good Proposal

- Objectives of a Proposal
- Types of Proposals
- Writing a Proposal
- Elements of a Proposal

LESSON 4

Implementation and Follow-up

- Key Stakeholders
- Promotion and Advertising
- Ethics, Monitoring, and Transparency
- Event Review, Report, and Follow-up