26th Eastern Africa Resource Mobilisation Workshop

Africa’s Premier International Fundraising Event

Going Digital

Taking Your Organisation to the Next Level

Sarova Whitesands Beach Resort and Spa, Mombasa, Kenya

Tuesday 3rd - Friday 6th December, 2019

www.fundraisingkenya.org
Welcome, Karibu!

Kenya Association of Fundraising Professionals welcomes you to the 26th Eastern Africa Resource Mobilisation Workshop scheduled for Tuesday 3rd - Friday 6th December 2019 at the Sarova Whitesands Beach Resort and Spa Mombasa, Kenya. It will take you through 10 thrilling and exciting sessions that will leave you hanging on your seat. By the time you leave, you will be inspired and empowered to take your organisation to the next level. The theme of this year’s workshop is “Going Digital: Taking Your Organisation to the Next Level!”

Technology has become the single biggest source of disruption in the 21st Century. While advancements in technology have seen the demise of many companies in the corporate sector and the emergence of new market leaders, it has been less visible in the development sector. Its effects are however being seen in sectors such as micro finance where mobile credit is virtually sounding the death knell to traditional micro credit models. In agribusiness, it has spanned the birth of myriads of social enterprises that have reduced the relevance of traditional intervention models and the NGOs that promote them. Smart phones, mobile money and the internet have birthed new products that enable farmer’s access market information, command higher prices and are paid directly cutting out the middleman. Virtual markets are increasingly accessing farmers to higher end clients. In health, mobile phones and apps are linking doctors, community health workers and patients accessing critical medical services in remote areas. Drones are delivering blood in Rwanda saving thousands of lives every year. They are at the front line in the war against poachers saving endangered species such as the Rhino and Elephant from extinction. Welcome to the world of technology. If you are not part of the digital revolution, you are taking the road to organisation extinction!

Resource mobilisation has not been left behind. Crowd funding has taken “Harambee” to new levels. It has connected thousands of donors – small and large – through social media and enabled them to support causes that they love. Add mobile money, SMS and credit cards to the mix and you have a whole new world of opportunities. You can virtually raise money while you sleep, entice donors that you will never ever meet and mobilise funds cost effectively. Internationally, technology was key to the ice bucket challenge that racked in US$ 115 million dollars for amyotrophic lateral sclerosis (ALS). Technology now offers your organization a world of possibilities.

The 26th EARMW will broaden your mind to the possibilities that technology offers your organisation. It will give you ideas, share concepts, technologies and tools that can help you take your organisation to the next level. You will get to interact with regional and international facilitators, who will equip you with the skills and knowledge required to initiate a technological revolution within your organisation.

Held on the stunning white beaches of Mombasa, Kenya with beautiful sunsets and breath-taking views, there is no better place to unwind and reload. The 26th Eastern Africa Resource Mobilisation Workshop is one event you cannot afford to miss! Register Now!

Yours Faithfully,

Michael N. Muchilwa  Joseph N. Wangendo  Moses N. Chege
KAFP CHAIRMAN  KAFP SECRETARY  KAFP TREASURER

2TH EASTERN AFRICA RESOURCE MOBILISATION WORKSHOP
Who Should Attend?

Absolutely everyone including:-

- Fundraising professionals from the non-profit, for profit, county and national government sectors.
- Individuals and organisations interested in resource mobilisation.
- Consultants with an interest in resource mobilisation.
- Chief executives, directors and senior managers of for-profits and non-profits involved in development.
- Trustees and board members.

The 26th Eastern Africa Resource Mobilisation Workshop will give you the opportunity to think outside the box and interact with other resource mobilisers. By the end of it, you will be updated, upgraded and reloaded.

It is an opportunity you simply cannot afford to miss!

Register Now!
Going Digital
Taking your Organisation to the next level

CFRE POINTS

“Full participation in 26th Eastern Africa Resource Mobilisation Workshop - Going Digital: Taking your Organisation to the Next Level is applicable for 16.00 points in Category 1.B - Education of the CFRE International application for initial certification and/or recertification.”

A bird’s eye view of the workshop

1) Giving Tuesday
   Joining the Gravy Train

2) Going Digital
   The Power of Technology in the Development Space

3) Crowd Funding
   Harnessing the Power of the Masses

4) Social Media
   Turning Friends and Networks into Gold

5) Super Websites
   Fundraising While You Sleep

6) Playing Smart
   Running Successful Campaigns

7) Branding
   Becoming the Nike of Development

8) Re-inventing your Organisation
   e products and services

9) Story Telling
   Inspiring Donors to Give

10) Fundraising Clinic
    Riding the Power of Networks
The 26th Eastern Africa Resource Mobilisation Workshop will run for 4 days. It will comprise of 10 plenary sessions. Lasting for an average of 90 minutes the workshops will be facilitated by leading resource mobilisation professionals. Case studies will be used to enrich the sessions and make them more practical for the delegates.

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<thead>
<tr>
<th>DAY 1</th>
<th>Tuesday 3rd /12/2019</th>
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<tbody>
<tr>
<td>10:30-01:00</td>
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<td>14:00-14:30</td>
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<td>15:30 - 16.00</td>
<td>Tea/Coffee networking</td>
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<td>09.00 - 10.30</td>
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<td>11.00 - 12.30</td>
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<td>12.30 - 14.00</td>
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<td>11.00 - 12.30</td>
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<td>12.30 - 15.30</td>
<td>Lunch Break</td>
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<td>15.30 - 16.00</td>
<td>Fundraising Session 9</td>
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<td>16.00 - 17.00</td>
<td>Tea/Coffee networking</td>
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<td>20:00 - Midnight</td>
<td>Beach Party – Fundraisers Night Out!</td>
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<th>DAY 4</th>
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<td>10:30-11:00</td>
<td>Tea/Coffee networking: Closing plenary</td>
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Giving Tuesday
Joining the Gravy Train
Started in the USA, Giving Tuesday has grown into a global event that mobilises millions of dollars in support of Charities. The event is celebrated on the Tuesday following thanksgiving in the US as well as after popular shopping events namely Black Friday and Cyber Monday. It kicks off the charitable season when many focus on their holiday and end of year giving. Giving Tuesday is a global day of giving that is fuelled by the power of social media. Given that 3rd December, the first day of the workshop is Giving Tuesday, the 26th EARMW will focus on showing you how to tap into this huge fundraising machine.

Going Digital
The Power of Technology in the Development Space
That technology has been a game changer in many sectors of the world is not in doubt. It has levelled the playing field between the large and small CSOs giving all a fighting chance. Technology has provided organisations with new tools to deliver products and services cost effectively and efficiently. It has given us new means to mobilise resources, brand ourselves and promote our organisations. The question is whether you really are maximising on technology to support your organisation sustainability and impact. Join us in this exciting session to find out.

Crowd Funding
Harnessing the Power of the Masses
Crowd funding has become the rave of people and organisations seeking to mobilise funds on-line. To many Africans, it is simply “Harambee” on-line. However, crowd funding continues to develop and is more complex than most people believe. There are many ways in which an organisation can secure funds based on the different incentives. Furthermore, there are now a host of players offering various benefits and one needs to choose the appropriate service provider for the right campaign. This session will show you all you need to know about crowd funding. It will show you how to get started attract a crowd and inspire them to give.

Social Media
Turning Friends and Networks into Gold
Social media has become a major force in development. Whether you are on twitter, Facebook, Instagram, WhatsApp amongst many others, social media can enable you mobilise funds, build your brand, reach donors and beneficiaries, lobby and advocate. This session seeks to enable you leverage and capitalise on social media to become a development force. It will show you how you can capitalise on social media to take your organisation to the next level.
Super Websites
Fundraising While You Sleep

Most organisations have websites that they use to communicate with various stakeholders. However, few of them are able to use them effectively to mobilise resources. Websites are often the first port of call for donors and partners seeking to know much more about you and your work. They can be a valuable platform to sell your work, build your brand and attract resources. Well used, the organisation can convert some of those who visit the website into donors by giving them the platform to donate funds. Having a donate button is key to this. This session will guide you on how to mobilise funds 24/7 using your website. It will literally show you how to mobilise funds as you sleep.

Playing Smart
Running Successful Campaigns

A critical part of fundraising on-line is having a well thought out and managed campaign. Whether you run a campaign on a shoestring budget or invest significant amounts, having a well thought out strategy with clear goals, objectives, strategies, target audience and communication channels can make the difference between success and failure. This session will take you through the ABC’s of running a successful fundraising campaign.

Branding
Becoming the Nike of Development

An organisation’s brand is a key determinant on how effectively it can mobilise resources in various markets. The better known the organisation is and stronger its reputation, the higher the chances of securing funds from new donors. There are many ways in which you can strengthen your brand presence such as social media, traditional media, and special events amongst others. This session will help you strengthen you brand visibility and reputation. It will show you how to position yourself as a key player within your sector.

Re-inventing Your Organisation
e - Products and Services

Technology has provided new approaches, mechanisms and platforms of delivering products. For example in health, drones are being used to deliver blood in Rwanda savings thousands of lives in the process. The agribusiness sector is replete with various apps that now inform farmers of prices, connect them to new markets, and inform them when their cows are on heat amongst other services. It has transformed
the finance sector by enabling service providers to give out loans to customers in minutes. In short, technology has become the great disruptor. This session is about thinking innovatively and throwing away the box. It will enable you examine new possibilities that technology offers your organisation.

**Story Telling**

**Inspiring Donors to Give**

Story telling fuels online fundraising. It powers the cause and inspires donors to give. It helps you build an on-line community that supports you when you need resources to get work done. However, storytelling is not everyone’s cup of tea. It is an art in itself that requires skill in touching the hearts of potential donors. This session will equip you with the skills that you need to tell powerful and inspiring stories — whether written or video. It will show you how you can turn mundane organisation activities and achievements into stories that attract interest and inspire donors to give to your organisation.

**Fundraising Clinic**

**Riding the Power of Networks**

All participants of the 26th Eastern Africa Resource Mobilisation Workshop are experts in their own right. Everyone has something to offer based on their skills, knowledge and experience. No one is an empty vessel! This session will capitalise on the expertise in the room to answer your burning questions and solve some of your difficult problems. You will generally have the opportunity to capitalise on a room full of consultants to deal with your fundraising challenges. Come prepared to use the great brains in the room to resolve your issues. By the time you leave the workshop, you would have tied up any loose ends.
At the 26th East African Resource Mobilisation Workshop, networking and socialisation are serious business. After all, fundraising is about friend raising. The larger the network of friends and contacts in the right places, the more formidable you become as a fundraiser. The forum will give you the opportunity to initiate new relationships and partners and strengthen older ones. To facilitate networking, socialisation and relaxation, the daily program ends early to give you the opportunity to enjoy the great hotel facilities. The great Indian Ocean with unbelievable sunsets also gives you a great way to relax, whether it’s through early morning or evening swim, run or a walk on the beach.

Alternatively, you can take the opportunity to sample Mombasa and its various offerings in the evening. Being a top tourist location, Mombasa offers more than you can possibly complete over the duration of the workshop. Whatever you do, have Thursday night reserved for a fundraisers beach party. The party that is virtually held on the beach, gives you the opportunity to consolidate friendships and contacts and unwind before making your way home.

At the 26th EARMW 2019 you not only get to upgrade your skills but leave fully replenished for the fundraising challenges ahead!
Workshop Fees

Residents **Euro 950**

The all-inclusive registration fee covers:-

- **Four day workshop program** (Tuesday 3rd-Friday 6th December, 2019)
- **Three nights hotel accommodation**

- **Buffet Meals**: **Tuesday** Lunch/evening tea/dinner **Wednesday/Thursday** Breakfast/ Mid-Morning tea /Lunch/evening tea/dinner **Friday** Breakfast/mid-morning tea only. No Lunch

- **Single standard room** Self contained
- **All workshop materials** on a flash disk
- **Certificate** of participation
- **Earn** CFRE points

Non Residents **Euro 750**

- **Four day workshop program** (Tuesday 3rd-Friday 6th December, 2019)
- **Buffet Meals**: **Tuesday** Lunch and evening tea **Wednesday/Thursday** Mid-Morning tea/Lunch/ evening tea/ **Friday** Mid-Morning tea break only. No Lunch

- **All workshop materials** on a flash disk

- **Certificate** of participation
- **Earn** CFRE points
- **No Accommodation**
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<tr>
<th>26th EASTERN AFRICA RESOURCE MOBILISATION WORKSHOP 2019</th>
<th>Amount</th>
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<tr>
<td>26th EARMW Workshop inclusive of accommodation on 3rd/4th/5th December 2019</td>
<td>€ 950</td>
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<tr>
<td>26th EARMW Workshop exclusive of accommodation on 3rd/4th/5th/6th December 2019</td>
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<td>Extra Night (please indicate the dates required here..........................)</td>
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<td>Double Room (please indicate requirements .................................)</td>
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**TOTAL**

**MODE OF PAYMENT** (Please tick as appropriate) - Bookings NOT valid until correct payment is received:

- [ ] BY CHEQUE payable in EURO/ USD /Ksh to Kenya Association of Fundraising Professionals
- [ ] BY BANK TRANSFER payable to Kenya Association of Fundraising Professionals - Attach a copy of the transfer form.
- [ ] BY MPESA Paybill Business No. 949732 Account No. Participant’s Name Account Name: KAFP

**NB.** Payments can be made in EURO/USD / KSH. Please note: exchange rate supplied is the rate in effect on the day of transaction.

**CANCELLATION POLICY:** Cancellations received on or before 1st November 2019 are subject to cancellation charge of EURO 350. No refunds will be made for cancellations received after the above date or in the event of a no show/non attendance.

**VISAS** - Please note: it is delegate’s responsibility to secure a visa entry to Kenya. KAFP can assist you with the application.

**CORRECTIONS:** Whilst the program is correct at the time of publication, the conveners reserve the right to amend the program at any time.
Kenya Association of Fundraising Professionals is a not-for-profit voluntary membership association that serves as an umbrella organisation for fundraisers. Our main purpose is to encourage people involved in fundraising and resource mobilisation to adopt and promote high standards of ethical practice and inject professionalism. KAFP as a forum gives fundraising professionals a voice commensurate with the important role they play in mobilising and providing the resources required for national development.

**Our Vision**
To bring together resource mobilisers and providers in their bid to enhance development in the country.

**Our Mission**
To encourage people involved in fundraising and resource mobilisation to adopt and promote high ethical standards of practice and inject professionalism in the sector.

**Association of Fundraising Professionals (AFP)** has an agreement of cooperation and protocol of agreement with Kenya Association of Fundraising Professionals (KAFP). The Association of Fundraising Professionals (AFP) headquartered in Arlington, Virginia, USA is the world’s largest professional body for fundraisers. It represents 30,000 members in 212 chapters throughout the world, working to advance philanthropy. AFP does this by enabling people and organisations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

**Certified Fund Raising Executive** is a Participating Organisation in the Certified Fund Raising Executive International Programme. CFRE International offers the only internationally-recognised baseline professional credentials for philanthropic fundraising executives. Certified Fund Raising Executive (CFRE) International certifies fundraising professionals who demonstrate the knowledge, skills and commitment to the highest standards of ethical and professional practice in serving the philanthropic sector. CFRE International fulfills this mission by establishing and administering a voluntary certification process.

### Membership
Membership to **Kenya Association of Fundraising Professionals** is recognised as a commitment to achieving and maintaining professional standards in the practice of fundraising.

We have two membership categories:-
- Individual membership
- Group membership

### Consultancy
Kenya Association of Fundraising Professionals supports development organisations to strengthen their resource mobilisation capacity through tailored consultancy training and advisory services. We offer tailor-made training and consultancies to suit the specific needs of the organisation while strengthening their capacities.

The client-centered support focuses on three main areas:
- Conduct training that is tailored to suit individual organisation needs
- Interventions to help organisations solve specific problems or enhance needed capacities
- Developing resource mobilisation strategic plans

For more information:
**Kenya Association of Fundraising Professionals**
- Kedong House, 4th Floor, Suite No.13, Ralph Bunche, off Valley Road, Nairobi, Kenya
- +254 (20) 2073962, 3523327, +254 (0) 718 041 665, 770 911 653