

The 31st Eastern Africa Resource Mobilization Workshop

Africa's Premier International Fundraising Event



Theme: Amplifying Impact: Foundations of Modern Resource Mobilization for the Future of Africa

Pridelnn Paradise Beach Resort & Spa, Mombasa

Monday 24th November – Friday 28th November, 2025

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Introducing the 31st Eastern Africa Resource Mobilisation Workshop 2025.

Welcome to the 31st Eastern Africa Resource Mobilisation Workshop (31st EARMW 2025) – the premier fundraising event for resource mobilisers in the Africa. Organised by the Kenya Association of Fundraising Professionals (KAFP), it is an event and gathering that you do not want to miss. KAFP is the professional membership body for resource mobilization and fundraising practitioners in Kenya. Since 2004, KAFP has given fundraising professionals a voice commensurate with the important role they play in mobilizing and providing the resources required for national development.

This workshop will inspire and empower African leaders, fundraisers, and stakeholders to harness emerging opportunities, overcome challenges, and forge sustainable pathways for resource mobilization. Together, we will build a resilient, inclusive, and innovative movement focused on amplifying impact for Africa's future.

In a rapidly evolving global landscape, Africa's development thinkers, fundraisers, and leaders must pioneer innovative strategies that reflect our unique contexts, opportunities, and challenges. This workshop aims to deepen insights, foster collaborative solutions, and build capacities that amplify impact. Each day will have a broader focus on key themes vital for future-proofing resource mobilization efforts, ensuring participants leave equipped, inspired, and energized to champion sustainable development. Africa's development landscape is dynamic, driven by innovation, global trends, and evolving donor expectations. This workshop is designed to equip leaders, fundraisers, NGOs, philanthropy advocates, and communication teams with cutting-edge strategies, tools, and insights to elevate resource mobilization efforts. By merging proven practices with forward-looking innovations, participants will develop actionable plans to deepen impact and foster inclusiveness.

The 31st EARMW Workshop 2025 theme is "Amplifying Impact: Foundations of Modern Resource Mobilization for the Future of Africa. The workshop will begin on Monday 24th November 2025 and end on Friday 28th November, 2025. It will be facilitated by experienced resource mobilisation professionals.

The workshop will be held by the beautiful Kenyan Coast at Pridelnn Paradise Beach Resort & Spa, Mombasa. It is one event that you do not want to miss

Register Here:

<https://forms.gle/Hsj3KGgSD273BJ8A>



Maurice Omondi
KAFP Chairperson



Cindy Ogana
KAFP Treasurer



Ruwaydah Abdulrahman
KAFP Secretary

Lifetime Opportunity

The workshop will give you the opportunity to think outside the box and interact with other public sector fundraisers. It will be a:

Fountain of knowledge

Where you will acquire skills, know-how and information from experienced fundraising professionals.

Microscope

That gets you to examine and re-evaluate your institution's fundraising strategies and practices.

Mirror

That gives you the opportunity to reflect and learn from your fundraising successes and shortcomings.

Stage

That makes you stand tall and share your successes, experiences and contributions to best practice to the public sector.

Networking paradise

That gives you the opportunity to interact with and learn from a cocktail of people from all walks of life.

Upgraded, updated and reloaded

On the latest fundraising trends and techniques.

Value added

As a much more valuable asset to your institution.

Knowledgeable

On fundraising flows and typical issues facing fundraisers.

Who Should Attend?

- Fundraising professionals from the non-profit and public sector sectors
- Chief Executives, Directors and Senior Officials of NGOs, Ministries, Departments, Agencies (MDAs) and Counties.
- Finance and Budgeting Officers and Project Managers.
- Trustees and Board members.
- Finance officers.
- Budgeting officers.
- Projects managers.
- Projects managers.
- Communication Manager, Officers and Consultants

DAY 1: Monday

14:00 – 16.00am: Registration



DAY 2: Tuesday

Keynote Session 1

Topic: Building the Foundation – Modern Fundraising in Africa’s Context

A journey through how fundraising has transformed across the continent—from charity, aid, and government funding to diversified streams including corporate partnerships, social enterprise revenue, and digital campaigns. It highlights key emerging trends—mobile giving, crowdfunding, social media-driven campaigns, and impact investing.

Introduction:

Resource mobilization in Africa is a deeply rooted and evolving practice shaped by history, socio-economic changes, and global trends. Historically, African societies relied on community pooling, traditional systems of exchange, and collective enterprise—practices that established the foundation for modern resource mobilization. Today, Africa is at a pivotal point, moving from dependence on external aid toward greater self-reliance, harnessing new technological, financial, and partnership opportunities.

This session aims to explore how Africa’s resource mobilization landscape has evolved, the current trends influencing its future, and strategies for leveraging internal assets, partnerships, and technology to sustain momentum toward the continent’s development goals.

Session Objectives & Outcomes:

- Understand the historical and current landscape of resource mobilization in Africa.
- Identify opportunities for innovative and sus-

tainable fundraising strategies that embrace Africa’s socio-cultural and technological realities.

- Recognize the importance of multi-stakeholder partnerships—public, private, community—and how they can be harnessed effectively.
- Equip participants with practical insights to develop resilient and adaptive resource mobilization approaches aligned with Africa’s development aspirations.

Golden Nuggets & Key Insights

1. A Historical Perspective: Africa’s Legacy of Resource Mobilization;

Africa’s resource mobilization roots stretch back centuries, with traditional rulers and communities orchestrating collective efforts for socio-economic stability and resilience. These practices included resource sharing, customized trade systems, and community-funded enterprises—tools that fostered social cohesion and self-reliance.

- Early African social systems prioritized collective benefit, building social capital and resilience.
- These traditional systems can inform modern approaches—emphasizing community engagement, cultural relevance, and local ownership.
- Understanding this history provides a blueprint for strengthening current resource mobilization efforts rooted in local values and customs.

2. The Current Landscape: Shifts, Challenges, and Opportunities

Recent years have seen a surge in efforts to increase Africa's resource base through both domestic and international avenues. Yet, challenges like donor fatigue, reliance on inconsistent aid, and global economic uncertainties necessitate Africa's shift toward self-reliance and smart resource management.

Golden Nuggets:

- Africa is increasingly mobilizing internal resources—taxation, diaspora engagement, and local philanthropy—reducing vulnerability to external shocks.
- Private sector growth and public-private partnerships (PPPs) are vital for mobilizing large-scale, transformative resources.
- The rise of digital finance—mobile money, social media campaigns, crowdfunding—has democratized giving, making philanthropy more accessible and accountable.

3. The Power of Partnerships: Public, Private, & Community Cooperation

Partnerships across sectors maximize resource pooling, risk-sharing, and innovation. Africa's collaborations include major development funds, international donors, philanthropists, local businesses, and community organizations—each bringing unique strengths to the table.

Golden Nuggets:

- Deepening integration of private capital, philanthropic investments, and government resources creates sustainable development pathways.
- Successful partnerships leverage local knowledge, foster mutual benefits, and align interests—making resource mobilization

more strategic and impactful.

- Examples include the Africa Finance Corporation, Gates Foundation efforts, AfriExim Bank, and innovative PPP models.

4. Technology & Innovation: Disrupting Traditional Resource Mobilization

Emerging digital tools—mobile payments, social media, AI, and data analytics—are transforming resource mobilization—making it faster, more transparent, and inclusive.

Golden Nuggets:

- Mobile money platforms such as M-Pesa or Airtel Money enable real-time, direct-to-beneficiary donations, reducing corruption and administrative costs.
- Digital storytelling and peer-to-peer campaigns engage diverse audiences, especially youth and diaspora communities.
- Data analytics and AI can forecast giving trends, optimize fundraising strategies, and personalize donor engagement.
- The potential for AI-driven resource allocation is immense—African NGOs and governments can harness this to improve efficiency and impact.

5. Building a Self-Reliant Future: Strategies for Sustainability & Ownership

Africa's future lies in increasing the responsibility and ownership of development—mobilizing domestic resources, prioritizing policy coherence, and engaging citizens and stakeholders.

Golden Nuggets:

- Focus on improving domestic revenue collection—taxes, levies, and local contributions—within accountable governance frameworks.
- Cultivate a credible development agenda, aligned with national priorities, transparent governance, and robust institutions.
- Foster a sense of ownership among communities, emphasizing local leadership and culturally

Session 2:

Breakouts and practicals

Session 3:

Modern Day Fundraising, Communications, Partnerships & Evolving Legal Frameworks – Building a Resilient Fundraising Ecosystem Introduction:

In today's dynamic fundraising environment, African organizations face the challenge of navigating complex legal landscapes, embedding core values into their culture, and diversifying revenue streams to ensure resilience and sustainability. Moving beyond mere compliance, organizations that cultivate transparency, strategic partner-

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ships, and innovative funding approaches can thrive amid changing global and local priorities. This session guides participants in understanding the strategic importance of legal literacy, values-driven practices, and diversification to build a robust foundation for resource mobilization.

Session Objectives & Outcomes:

Participants will confidently understand how to integrate organizational values into their fundraising and operations, navigate the legal environment with clarity, and develop diversified, sustainable income streams. They will leave equipped to foster transparency and trust—cornerstones of resilient resource mobilization—while applying innovative approaches to attract varied and reliable funding sources.

- Equip participants with a clear understanding of the legal and regulatory frameworks relevant to fundraising in African contexts.
- Demonstrate how embedding organizational values strengthens trust, engagement, and donor loyalty.
- Provide practical strategies for diversifying income sources beyond traditional grants and donations.
- Enable participants to craft compelling narratives that align with their values and attract varied funding streams.
- Foster confidence in leveraging transparency and cause-marketing to enhance organizational reputation and partnership opportunities.

Key Insights & Golden Nuggets:

1. Navigating the Legal & Regulatory Landscape

Understanding local laws, policies, and compliance requirements that underpin ethical and effective fundraising practices. Recognizing opportunities within legal frameworks to advocate for policies that foster conducive environments for resource mobilization.

Golden Nuggets:

- Knowledge of legal environments reduces risk and builds credibility.
- Strong legal literacy combined with advocacy can influence policy reform, making the sector more enabling.
- Proactive legal navigation helps organizations seize opportunities and avoid risks stemming from gaps or ambiguities in regulation.

2. Embedding Core Values into Fundraising

Aligning organizational mission, vision, and values with every aspect of fundraising—storytelling, partnership development, and impact reporting—to foster genuine trust and loyalty.

Golden Nuggets:

- Authentic storytelling rooted in core values resonates on a deep emotional level with donors.
- Cause-marketing aligns organizational goals with broader social issues, attracting interest and support.
- Transparency around impact and financial management is key to building long-term trust.

3. Diversification of Funding Streams

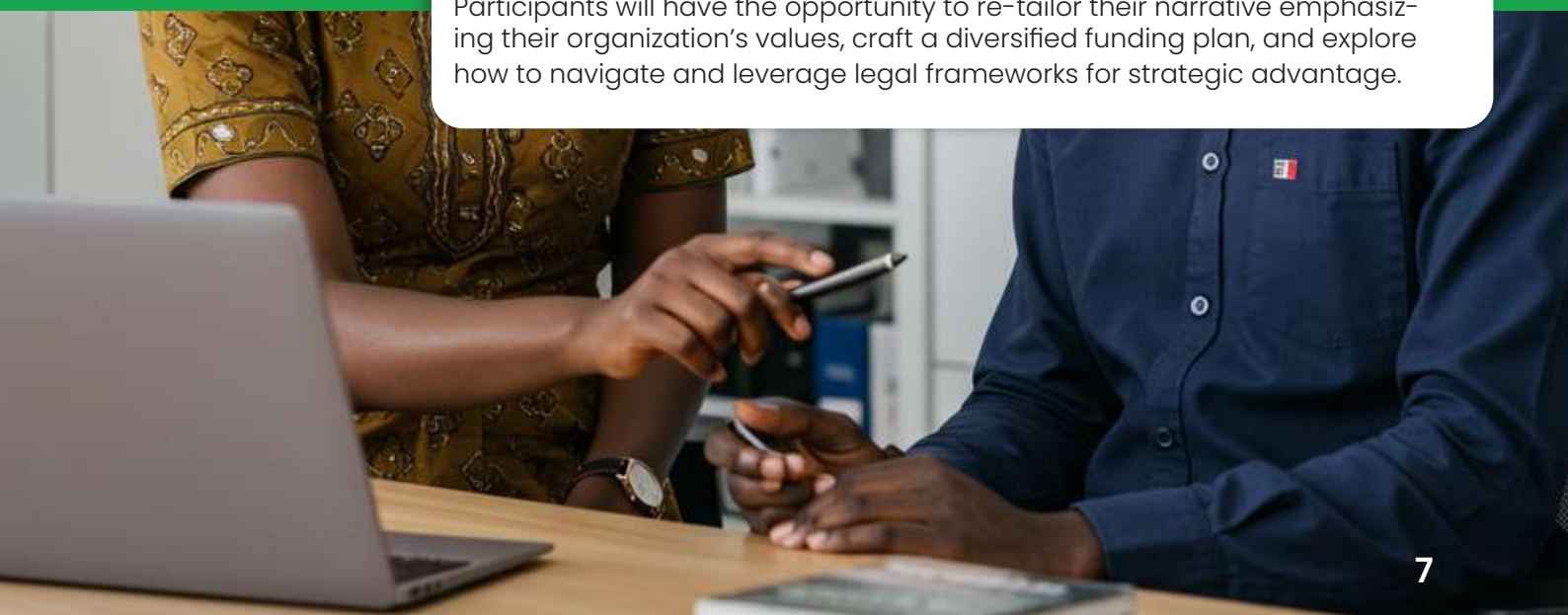
Building a resilient funding ecosystem through innovative, diversified revenue sources that adapt to changing post-pandemic realities.

Golden Nuggets:

- Relying on multiple streams — grants, corporate partnerships, individual giving, social enterprise, and hybrid events — cushions against shocks.
- Domestic fundraising, such as local philanthropy and community contributions, ensures sustainability.
- Digital campaigns, peer-to-peer fundraising, and social media engagement broaden reach, especially among youth and diaspora funders.

Practical Application:

Participants will have the opportunity to re-tailor their narrative emphasizing their organization's values, craft a diversified funding plan, and explore how to navigate and leverage legal frameworks for strategic advantage.





DAY 3: Wednesday

Session 4:

Topic: The Power of Storytelling & Digital Disruption in Resource Mobilization

Introduction:

In today's evolving landscape, the foundation of successful resource mobilization hinges on compelling storytelling and harnessing cutting-edge technology. This day focuses on embedding engaging narratives into fundraising efforts, understanding how digital disruption is transforming engagement, and leveraging innovative marketing tools to connect with supporters, donors, and partners. By the end of this day, participants will understand how strong storytelling combined with smart use of technology can dramatically amplify their fundraising impact.

Session Objectives & Outcomes:

By combining genuine storytelling with strategic use of digital technologies, organizations can build authentic connections, increase fundraising efficiency, and significantly magnify their impact across Africa's diverse communities.

- Demonstrate how storytelling powers emotional connection, trust, and long-term supporter engagement.
- Explore the ways technology—social media, mobile, data analytics—is reshaping resource mobilization strategies.
- Provide practical tools for building a compelling brand and innovative digital presence.
- Equip participants to craft engaging narratives and leverage digital channels to maximize fundraising success.

Participants will have a toolkit of storytelling techniques, understand how digital tools can transform their resource mobilization efforts, and be ready to deploy impactful narratives across social media, email, and crowdfunding platforms to expand their reach and deepen donor engagement.

Key Insights & Golden Nuggets:

1. The Power of Storytelling in Fundraising

Effective storytelling connects the heart and wallet—transforming data and impact indicators into compelling narratives that inspire action. Stories showcase real beneficiaries, sustainable impact, and the organization's authentic journey.

Golden Nuggets:

- Authenticity and emotional resonance are more powerful than facts alone.

- Use storytelling as a strategic tool for donor retention, onboarding, and advocacy.
- Incorporate multimedia elements—photos, videos, testimonials—to animate stories and reach a broader audience.
- Tailor your narrative to align with the values and interests of different donor segments.

2. Digital Disruption: Transforming Resource Mobilization

Technology is changing how organizations connect with supporters, communicate impact, and secure funds. Social media, online fundraising platforms, and data analytics are making resource mobilization faster, broader, and more engaging.

Golden Nuggets:

- Social media campaigns catalyze supporter-driven fundraising and amplify messages with minimal cost.
- Crowdfunding and peer-to-peer campaigns mobilize communities and diaspora support effectively.
- Data analytics offers insights into donor behavior, campaign performance, and content effectiveness—enabling smarter strategies.
- Emerging tech like AI can personalize supporter experiences and automate outreach, boosting engagement.

3. Building a Compelling Digital Brand & Presence

A well-crafted digital identity and strategic online presence foster trust, boost visibility, and turn casual supporters into long-term donors.

Golden Nuggets:

- Consistent branding across platforms creates recognition and trust.
- Engaging content calendars—stories, updates, visuals—keep audiences connected and inspired.
- Interactive elements (quizzes, live streams, virtual tours) deepen supporter investment.
- Optimization for search engines and mobile devices ensures your content reaches wide audiences.

Session 5: Break-outs

Practical Application: Participants will re-craft and or refine a compelling story for their organization, align it with their digital channels, and develop an action plan to integrate storytelling into their online fundraising and engagement strategies, leveraging practical learnings in the session.

SESSION 6: Innovative Practices and Technologies for Impact

Introduction:

In an increasingly digital world, African organizations have unprecedented opportunities to expand their reach, engage diverse audiences, and operate with greater transparency and efficiency. Harnessing technology—ranging from digital platforms to data analytics—can transform traditional resource mobilization approaches into innovative, dynamic, and impactful strategies. This session emphasizes practical tools, creative methodologies, and emerging trends that organizations can incorporate immediately to amplify their fundraising success.

Session Objectives & Outcomes:

Participants will leave with tangible strategies to embed digital innovation into their daily operations. They will understand how to leverage specific online platforms, utilize data for smarter decision-making, and design engaging virtual and social campaigns that widen their reach and deepen supporter engagement for sustained impact.

- Introduce participants to cutting-edge digital fundraising tools and platforms, including crowdfunding and mobile giving.
- Demonstrate the use of data analytics for decision-making, campaign optimization, and donor segmentation.
- Highlight innovative approaches such as social media campaigns, virtual events, and gamification techniques to enhance outreach and engagement.
- Equip participants with practical steps to embed technological innovation into their workflow for sustained impact.

Key Insights & Golden Nuggets:

1. Digital Fundraising Platforms & Crowdfunding Models

Leverage a wide array of online platforms to raise funds, increase visibility, and mobilize supporters. Crowdfunding, in particular, allows organizations to harness the power of individual donors across local and global networks.

Golden Nuggets:

- Mobile money integration in platforms like M-Pesa or local apps enables real-time, low-cost, and transparent donations from diverse demographics.

- Crowdfunding taps into community passion, giving supporters a sense of ownership and collective impact.
- Success depends on compelling storytelling, clear goals, and regular updates—essential for engaging online audiences.

2. Data-Driven Decision-Making for Effective Resource Allocation

Using data analytics to assess campaign performance, donor behavior, and organizational impact to refine strategies and increase returns.

Golden Nuggets:

- Tracking key performance indicators such as donor retention, average gift size, and campaign conversions informs strategic adjustments.
- Segmentation and personalized messaging increase donor engagement and lifetime value.
- Data insights allow organizations to identify new donor segments, refine outreach, and predict future giving patterns.

3. Innovative Approaches: Social Media Campaigns, Virtual Events, & Mobile Fundraising

Creative utilization of social media, digital storytelling, and virtual platforms to engage supporters and raise funds beyond traditional methods.

Golden Nuggets:

- Social media stories, videos, and influencer partnerships amplify message reach and emotional resonance.
- Virtual events and webinars extend the reach of fundraising campaigns, reducing costs and increasing inclusivity.
- Gamification and peer-to-peer campaigns foster a sense of community, friendly competition, and ongoing engagement.
- Integrating mobile donations enables instant support, especially in areas with high mobile phone usage.

Practical Application:

Participants will develop and plan a mock digital campaign or build out improved versions of existing campaign collateral, selecting appropriate platforms and tools; understand how to apply data analytics for campaign optimization; and craft compelling social media content aimed at broadening their supporter base

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DAY 4: Thursday

Session 7:

Masterclass: Revitalizing Your Resource Mobilization Strategy — A Holistic Approach to Sustainability, Inclusion, and Innovation

Introduction:

In today's unpredictable development landscape, organizations must evolve beyond traditional resource mobilization models to build resilient, adaptable, and inclusive strategies capable of scaling sustainably. Recent shifts—such as the notable withdrawal of major funding sources like USAID—highlight the need for a strategic rethink that emphasizes local ownership, diversification, innovative communication, and strategic partnerships. This masterclass will equip participants with a comprehensive, future-ready resource mobilization blueprint, integrating insights from current crises and real-world solutions to foster sustainable and inclusive growth.

Session Objectives & Outcomes:

Participants will depart with a dynamic, holistic resource mobilization plan crafted to withstand external shocks, integrate cutting-edge innovations, and embed equity and sustainability at its core. They will be empowered to navigate crises like funding withdrawals, harness local assets, and build resilient ecosystems capable of sustained impact.

- To understand how to incorporate communications, partnerships, scalability, and innovation into a cohesive, resilient resource mobilization strategy.
- To analyze case studies like the USAID funding withdrawal to identify vulnerabilities and develop mitigation strategies.
- To identify practical frameworks for designing campaigns and models that are adaptable to sudden shifts in funding landscapes.
- To craft an actionable, holistic strategy that infuses sustainability, equity, innovation, and local ownership, ensuring long-term impact and resilience.

Key Insights & Golden Nuggets:

1. Developing Long-Term Funding & Diversification Models

The global funding environment is volatile—large donors like USAID may reduce or withdraw support unexpectedly. Building resilient, diversified funding ecosystems is essential for survival.

Golden Nuggets:

- Diversification is critical—rely on a mix of local government support, impact investment, social enterprise revenues, digital fundraising, diaspora contributions, and innovative financing mechanisms.

- Scalable models leveraging technology—digital platforms, micro-donations, and mobile money—can extend reach at lower costs.
- Learning from crises, organizations that build local ownership and community-led funding are better positioned to withstand external shocks.

Case Study:

When USAID reduced its funding to certain African NGOs, those with diversified streams—strong local partnerships and impact-driven social enterprise models—continued to operate and even scale. They mobilized support from local governments and diaspora networks, demonstrating resilience through adaptation.

2. Embedding Equity and Inclusion at Every Level

Responsive resource mobilization must prioritize inclusivity, ensuring marginalized and underrepresented voices help shape strategies and benefit from funding.

Golden Nuggets:

- Engage marginalized communities actively as partners, not just recipients, fostering trust and broader support.
- Design campaigns that amplify diverse voices and leadership, creating inclusive narratives that resonate across different sectors.
- Address systemic barriers to funding access, such as literacy, language, and accessibility issues, to forge equitable growth paths.

Case Study:

Organizations employing community-led approaches in Kenya and Nigeria, actively involving women, youth, and indigenous groups in planning and storytelling, have increased their support base exponentially and built richer, more sustainable programs.

3. Building Trust & Transparency with Stakeholders

Long-term resilience depends on transparent accountability—especially during funding shifts—building stakeholder confidence amid uncertainty.

Golden Nuggets:

- Transparent impact reporting and real-time dashboards foster trust that sustains donor confidence even when external funding dips.

- Use digital storytelling, social media, and open data to communicate progress candidly.
- Clear governance and ethical standards attract ongoing support and facilitate partnerships that buffer against funding volatility.

Solution:

During USAID's withdrawal, organizations that had invested in open communication and transparent impact measurement maintained active support from community leaders, local governments, and diverse donors, enabling smoother transitions and continued impact.

4. Innovative Communication, Partnerships & Scalability

Using innovative, multi-stakeholder communication strategies and scalable models ensures that resource mobilization adapts swiftly to shifting scenarios and expands impact.

Golden Nuggets:

- Digital storytelling, peer networks, influencer partnerships, and social media campaigns are tools to rapidly mobilize support and adapt messaging.
- Building strategic alliances with the private sector, regional development agencies, and diaspora groups diversifies support and creates new, sustainable channels.
- Scalable digital platforms—such as localized crowdfunding and impact investing portals—can expand funding streams and increase resilience.

Case Study:

African nonprofits that rapidly pivoted to virtual fundraising during COVID-19, leveraging social media and local digital platforms, maintained and even grew their support base despite external funding reductions.

SESSION 8: Resource Mobilisation Strategy clinic Practical Framework:

Participants will re-design or re-fine resilient, inclusive, and innovative resource mobilization strategies, incorporating lessons learned from global shifts, case studies, and emerging opportunities. Emphasis will be on building local ownership, scaling solutions, and creating adaptable models.

SESSION 9: Refining & Practicing Your Organization's Pitch Topic: "From Preparation to Power: Crafting and Perfecting Your Impact Story"

Introduction:

Every successful resource mobilization effort begins with a compelling, clear, and tailored pitch. This session is designed to help delegates transform their research, strategic insights, and organizational strengths into an elevator pitch that resonates with specific donor priorities. Participants will refine their messages through peer feedback and practical exercises, ensuring they are confident, concise, and persuasive.

Objectives & Outcomes:

- Enable participants to craft a concise, donor-centric pitch aligned with the donor's interests and opportunities.
- Foster peer-to-peer review and iterative improvement of pitches.
- Build confidence in delivering high-impact presentations under pressure.
- Equip delegates with tailored storytelling tools to articulate their organization's value proposition compellingly.

Flow & Activities:

1. Quick Intro & Pitch Principles (15 mins):

- The anatomy of a powerful pitch: clarity, authenticity, relevance.
- Understanding your audience: aligning your organization's needs with donor priorities.

2. Research & Tailoring Exercise (20 mins):

- Participants review data on specific donors (foundations, philanthropic pools, and government agencies).
- Adapt core messaging to align with this particular donor's focus areas and strategic interests.

3. Drafting & Peer Review (30 mins):

- Each delegate presents a 2-minute pitch for their organization, tailored to the identified donor profile.
- Peer feedback and facilitator coaching to sharpen messaging, tone, and focus.

4. Refinement & Final Practice (15 mins):

- Integrate feedback, practice delivery, and build confidence.

5. Wrap-up & Takeaway Toolkit (10 mins):

- Handout with key tips for presentation, follow-up strategies, and tips on maintaining authenticity.

Key Impact & Selling Point:

This session ensures every delegate leaves not just with a refined pitch, but with a tailored readiness crafted to resonate—transforming their organization's story into a compelling call to action, ready for high-stakes presentations.



DAY 5: Friday

Session 10:

The Ultimate Opportunity DONORS DEN — Pitching Directly to Major Foundations & Donor Pools

“Africa’s Game-Changing Frontline: Connecting NGOs with Major Foundations & Philanthropies”

Introduction:

Imagine a golden opportunity to present your organization’s vision directly to some of Africa’s and the world’s most influential philanthropic leaders—an exclusive pitch session designed to catapult your resource mobilization efforts into new heights. This high-impact, sellable, and dynamic session puts delegates center stage, giving them the chance to pitch their projects directly to prominent foundation representatives, donors, and investment pools with a genuine or simulated opportunity to secure support.

Objectives & Outcomes:

- Provide a unique, high-stakes platform for NGOs and CBOS to showcase their impact and funding needs to influential donors.
- Facilitate direct engagement with senior foundation leaders, philanthropists, and investors eager to fund innovative solutions in Africa.
- Build capacity in delivering persuasive, impactful pitches that inspire confidence and immediate interest.
- Generate tangible leads, follow-up opportunities, and potential funding commitments.

Flow & Activities:

1. Dynamic Opening & Context Setting (10 mins):

- Highlight the significance of direct pitch op-

portunities—akin to a “pitch night” or “investment forum”—for organizations seeking catalytic support.

- Brief donor panel sharing insights on what they look for in pitches and how they evaluate proposals.

2. Preparation & Rehearsal (20 mins):

- Final refinement of pitches based on earlier training; delegates review their key messages and pitch flow.
- Participants practice delivering their pitches in small groups or in front of mentors/expert facilitators for last-minute coaching.

3. The Main Pitch Session (60 mins):

- Round 1: Selected delegates present their tailored pitches (3-5 minutes each).
- Q&A & Immediate Feedback: Donors ask targeted questions, providing immediate insights into how their organizations are perceived.
- Round 2 (if time permits): Additional organizations present, or those who wish to refine and re-pitch based on feedback.

4. Facilitated Networking & Follow-Up (30 mins):

- Enabling one-on-one or small-group discussions between NGOs and foundation representatives.
- Facilitators capture interest, facilitate next steps, and encourage ongoing dialogue.



5. Closing & Action Planning (10 mins):

- Summarize key takeaways, next steps, and opportunities for ongoing engagement.
- Encourage participants to maintain relationships and continue refined communication post-event.

Key Impact & Selling Point:

This session isn't just about a rare opportunity in securing immediate support; it's about positioning your organization as a key player in Africa's development ecosystem. It's a platform to elevate your impact story, connect with high-level funders, and catalyze transformational investments that can propel your work to new heights. By mastering the art of strategic pitching in an engaging, supportive environment, delegates will be empowered to seize future engagement opportunities, cultivating sustainable partnerships that drive scalable, inclusive, and lasting change across the continent.

This session is a rare, high-stakes platform where NGOs and community-based organizations (CBOs) can directly showcase their potential to some of the most influential foundation leaders, philanthropists, and investment pools. It provides a unique opportunity for grassroots organizations to elevate their visibility, build strategic relationships, and secure catalytic support that can significantly accelerate their impact.

Why is it so impactful?

- Unparalleled Exposure: Participants gain direct access to decision-makers who are actively seeking innovative solutions and impactful projects in Africa.
- Trust-Building: Personal, face-to-face presentations foster trust and credibility, which are difficult to achieve through written proposals alone.
- Real-Time Feedback & Opportunity: Instant engagement allows for immediate feedback, potential follow-ups, and even spontaneous commitments or partnerships.
- Elevating Local Solutions: Organizations present their innovative, community-driven solutions on a prominent stage, shifting perceptions and positioning them as key players in Africa's development landscape.
- Catalyzing Future Funding & Partnerships: The connections made here often lead to ongoing collaborations, co-investments, or multi-year support, ensuring the sustainability and scalability of initiatives.

High-Impact, Dynamic Format Elements to Ensure Sell ability:

- Elite Donor Panel & Facilitator: Curate a panel of top foundation leaders, impact investors, and philanthropic strategists eager to hear pitches and provide live feedback—making the

- event feel exclusive and high-caliber.
- **Intensive Preparation & Coaching:** Offer mini-sessions prior to the pitch day where delegates can fine-tune their messaging, understand what funders seek, and rehearse with mentors or peer feedback.
- **Brief, Power-Packed “Elevator Pitches”:** Limit presentations to 3–5 minutes—forcing clarity, focus, and persuasive storytelling—perfect for capturing attention and making a lasting impression.
- **Follow-Up Mechanism:** Establish a structured pathway for ongoing dialogue, including dedicated networking slots, post-event meetings, and digital engagement channels to convert interest into action.
- **Media & Visibility:** Include live streaming or recorded segments that can be shared widely, amplifying the impact and attracting more interest from other donors and stakeholders.
- **Outcome-Driven Approach:** Ensure every organization leaves with tangible next steps—appointments, follow-up meetings, or commitments—transforming a “one-off” event into a lasting partnership pipeline.

Finale Session 11: Envisioning the Future & Collective Action A Collective Vision for Sustainable Development in Africa! Panel & Roundtable: Future of Re- source Mobilization in Africa — Envi- sioning Session!

Objective:

Create a dynamic, inspiring dialogue among diverse stakeholders—NGOs, funders, government officials, private sector leaders, and thought leaders—focused on shaping the future of resource mobilization in Africa.

Key Themes to Explore:

- **Emerging Opportunities & Challenges:** How will technological innovations, shifting geopolitical landscapes, and changing donor landscapes redefine resource mobilization?
- **The Power of Local Ownership & Community-Led Funding:** How can African organizations lead their development paths, reducing reliance on external aid?
- **Funding for Impact & Sustainability:** What models will enable long-term, scalable, and inclusive growth?

- **Policy & Ecosystem Support:** How can governments, regional bodies, and the private sector collaboratively create enabling environments?
- **Fostering a Culture of Collective Action:** How can organizations, communities, and donors work together more effectively towards shared goals like the SDGs?

Discussion Format & Dynamic Elements:

- **Vision Casting:** Participants articulate their boldest aspirations for resource mobilization over the next decade, identifying key drivers of transformation.
- **Scenario Planning:** Breakout groups develop possible future scenarios based on current trends—what does resource mobilization look like in 2030? What gaps or opportunities emerge?
- **Action-Oriented Commitments:** Each group commits to 2–3 specific steps or strategies to contribute to this future—whether through partnership building, innovative financing, advocacy, or capacity strengthening.
- **Collective Pledge:** End with a “Future Pledge” where all participants commit to concrete actions, collaborations, or movements to accelerate progress.

Expected Outcomes:

- **Shared Vision:** Participants leave inspired with a collective, aspirational vision for Africa’s resource mobilization ecosystem.
- **Strategic Roadmap:** Formation of a set of actionable priorities and initiatives that can be taken forward collectively or individually to realize this vision.
- **Network & Alliance Building:** Strengthening bonds across sectors—creating a community committed to continuous collaboration, knowledge-sharing, and collective advocacy.
- **Increased Momentum:** Instilling a sense of urgency, ownership, and collective responsibility to turn ideas into impactful action.

Call to Action:

This grand finale isn’t just a closing session—it’s a rallying cry. The future of resource mobilization in Africa depends on our collective imagination and action. Each stakeholder, from grassroots organizations to high-level funders, has a vital role to play. Let’s commit today to be architects of a more inclusive, innovative, and resilient resource ecosystem—one that empowers Africa to achieve its fullest potential and Sustainable Development Goals. Together, we can turn this collective vision into reality.



Register Here:

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Workshop Programme

Day 1: Monday 24/11/2025	14:00-16:00	Registration
Day 2: Tuesday 25/11/2025	09.00-09.30 09.30-11.00 11.00-11.20 11.25 – 12.45 13.00-14.00 14.30-16.00 16.00- 16.30	Opening session Keynote Session 1 Health break – Tea Break! Session 2: Breakouts and practicals Lunch Break Session 3: Modern Day Fundraising, Communications, Partnerships & Evolving Legal Frameworks – Building a Resilient Fundraising Ecosystem Tea Break/End of Days sessions
Day 3: Wednesday 26/11/2025	08.15-08.30 08:45-10:45 10:45-11:15 11.20-13.00 13.00-14.30 14.45-16.00 16.00-16.30	Early bird: Attendee presentation SESSION 4: The Power of Storytelling & Digital Disruption in Resource Mobilization Health break – Tea Break! SESSION 5 – Breakouts and practicals Lunch Break SESSION 6: Innovative Practices and Technologies for Impact Practical sessions on enhancing donor relations Tea Break/End of Days sessions
Day 4: Thursday 27/11/2025	08.40-08.50 09.00-11.00 11.10-11.30 11:30 – 13.00 13.00-14.15 14.30-16.00 16.00-16.30 18:00-20:00	Early bird: Attendee presentations Session 7: Masterclass: Revitalizing Your Resource Mobilization Strategy – A Holistic Approach to Sustainability, Inclusion, and Innovation Health break – Tea Break! SESSION 8: RM STRATEGY CLINIC Lunch Break SESSION 9: Refining & Practicing Your Organization's Pitch Tea Break/End of Days sessions Fundraisers' Cocktail
Day 5: Friday 28/11/2025	09.00-11.00 11.00 –11.30 11.30-12.30 12.30-13.00	Session 10: The Ultimate Opportunity DONORS DEN – Pitching Directly to Major Foundations & Donor Pools Health break – Tea Break! FINALE SESSION 11: Envisioning the Future & Collective Action Workshop Evaluation/ Closing Plenary

A certificate of training will be issued. Full participation in 31st Eastern Africa Resource Mobilisation Workshop 'Foundations of Modern Fundraising' is applicable for CFRE points in Category 1.B-Education for the CFRE International application for initial certification and/or recertification. Kenya Association of Fundraising Professionals is a registered trainer with the National Industrial Training Authority registration no. NITA/TRN/2417

DELEGATE REGISTRATION FORM EARMW 2025

Title(Mr/Mrs/Ms/Other) _____

Surname

Other names

Job title

Organisation

Address Code ← - - - - -

Country

Telephone

Mobile

Email

Website

Payment Details

- **M-PESA** PAYBILL Business No. 949732 Account No. Participant/Organization Name(s)
- **Paypal Account:**
finance.fundraisingkenya@gmail.com
- **Cheque / Bank Transfer** to Kenya Association of Fundraising Professionals.
- **Bank:** Consolidated Bank of Kenya
- **Branch:** Koinange Street
- Ksh. Account No:** 10011200000540
- USD Account no.** 10012200000009
- Euro Account no.** 10015200000002
- **Swift Code:** CONKKEN.

Contact us

Kenya Association of Fundraising Professionals

Category	Workshop Fees	Selection
KAFP Members	25th, 26th, 27th and 28th November 2025 (Includes conference material, lunch and 2 teas for 4 days. (Excludes travel and accommodation)	<input type="checkbox"/> Kes 86,000/ Usd 670/Euro 620
Non Members	25th, 26th, 27th and 28th November 2025 (Includes conference material, lunch and 2 teas for 4 days. (Excludes travel and accommodation)	<input type="checkbox"/> Kes 96,000/Usd750/ Euro 650

MODES OF PAYMENT - Bookings NOT valid until correct payment is received.

BY CHEQUE/BANK TRANSFER in Kenya Shillings/USD/Euro to Kenya Association of Fundraising Professionals Send a copy of the transfer form

BY MPESA PAYBILL Business No. 949732 Account No. Participant /Organization name

CANCELLATION POLICY: Cancellations received on or before 10th November 2025 are subject to cancellation charge of Kes 50,000. No refunds will be made for cancellations received after the above date or in the event of a no show/non-attendance

CORRECTIONS: Whilst the programme is correct at the time of publication, the conveners reserve the right to amend the programme at any time.

WOULD YOU LIKE TO PARTNER WITH US? THIS SPACE IS YOURS

31ST EASTERN AFRICA

Resource Mobilization Workshop

Amplifying Impact:

**Foundations of Modern Resource
Mobilization for the Future of Africa**



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- ✓ Speaking Opportunity
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- ✓ Recognition on Social Media
- ✓ Acknowledgement during Event

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Quarter page - Ksh 25,000
1/8 page - Ksh 10,000

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<https://bit.ly/44G5PtW>



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**24TH To 28TH
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Kenya's Premier Fundraising Network

WHY JOIN KAFP?

1. Expand Your Professional Network through;

- Peer Exchange: Connect with 200+ fundraising professionals across Africa through exclusive events and forums.
- Targeted Networking: Participate in our Coffee Talks and our annual Eastern Africa Resource Mobilization Workshop to build strategic relationships with peers and potential funders.
- Fundraising Communities: Engage in a dedicated WhatsApp group of Fundraisers across Africa for real-time collaboration and support.

2. Professional Development opportunities to enhance your expertise:

- Through workshops and masterclasses led by seasoned practitioners at a special members only discounted rate.
- Certification Support: Benefit from a 20% discount on CFRE certification through our global partnership.
- Exclusive Partnerships perks: Guaranteed special offers on Unicaf's professional development scholarships.
- Resource Library: Access curated tools, templates, and resources to inform your fundraising strategies.

3. Membership also offers platforms to amplify your visibility and showcase your work:

- Speaking Opportunities: Share expertise at KAFP events and gain exposure to potential partners.
- Brand Recognition: Display the KAFP member logo to establish your commitment to ethical fundraising standards.

4. Join a collective voice shaping the future of African fundraising:

- Policy Advocacy: Contribute to KAFP's mission and efforts to improve ethical fundraising within the sector.
- Global Connect: Engage with our partner international platforms like AFP Global to exchange best practices.



Membership Options

Individual Membership

- The membership belongs to you, not your employer, and stays with you if you change jobs.
- Fees: Ksh. 10,000 for the first year, Ksh. 5,000 for annual renewal.

Group Membership

- For your organization: The membership is tied to your organization.
- Fees:
 - 2–5 members: Ksh. 8,000 per member (first year), Ksh. 4,000 for renewal.
 - 6–10 members: Ksh. 6,000 per member (first year), Ksh. 3,000 for renewal.

All memberships run for 12 months.

REGISTER NOW:



KENYA ASSOCIATION OF FUNDRAISING PROFESSIONALS

KAFP is the premier professional body for Resource Mobilisers in Kenya. The membership association serves as an umbrella organization 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 mobilizing and providing the resources required for national development.

Affiliations

- 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 fulfils this mission include education, training, mentoring, research, credentialing and advocacy.
- Kenya Association of Fundraising Professionals is a Participating Organisation in the Certified Fund Raising Executive International Programme. CFRE International offers the only internationally-recognised baseline professional credential 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 fulfils this mission by establishing and administering a voluntary certification process based on current and valid standards that measure competency in the practice of philanthropic fundraising. In furtherance of its mission, CFRE International promotes voluntary certification, in dialogue with government and other bodies globally, as the preferred alternative to licensure and/or government regulation.

Coffee Talks: These are two-hour interactive sessions which are held monthly giving participants the opportunity to be inspired, inject new ideas to their cause and professions and offer inspirational experiences to successfully achieve their ideal goals.

Consultancy Training: KAFP 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 organization while strengthening their capacities. The client-centred 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



Kenya Association of Fundraising Professionals
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