



INDIA
LEADERS
FOR
SOCIAL
SECTOR



FUNDRAISING
PROGRAM

In 2019, ILSS began a series of research conversations with leaders and experts from across the country's development sector. The aim of these dialogues was ultimately to locate where capacity-building efforts would be most impactful – understanding the sector's most resounding needs. **The ILSS Fundraising Program** was born in response to a desire heard from organizations of all kinds: that it was time to better understand India's funding landscape, and how to navigate it. **Fundraisers need dedicated platforms to share insights, collaborate, develop, and learn together.** For nonprofits in the face of a global health crisis and all its ramifications, investing in stable and diverse fundraising is the key to resilience.

The first two editions of the ILSS Fundraising Program have brought together diverse sets of enthusiastic participants from a dynamic range of organizations, regions, and domains of impact. With the guidance of expert mentors and faculty, the second cohort is still continuing their journey, testing and multiplying their learnings in real time – and sharing their wins with us along the way.

As a facilitating team, we too are enthusiastically educating ourselves each week, not only through the profound insights of our speakers, but also from the salient feedback of the participants, that continuously helps hone and shape the course for the better. The second edition of the ILSS Fundraising Program brings with it a commitment to excellence through curated faculty, robust andragogical practices, and dedicated, long-term engagement with participants.

Our cohort's journey beyond the Program is our measure of success.

Now, the social sector finds itself at a turning point with regards to funding opportunities, and we aim to stay with it – creating and sharing learnings with fundraisers as a catalyst for maximising impact on the ground.

We hope you will be there with us.

ANU PRASAD

Founder – CEO

India Leaders for Social Sector





Building a Vital Resource

Continuing ILSS's commitment to **capacity building** and **knowledge sharing**, the ILSS Fundraising Program is a **virtual learning** course specifically designed for **fundraising professionals** in the social sector

- ✓ Donors can invest in the fundraising futures of their organisations by **sponsoring Program participants**



FIRST OF ITS KIND

ILSS Fundraising Program is **an online learning platform** exposing participants to leaders in the field, and in-depth contextual study informed by andragogical research



FOSTERING NETWORKS

Bringing together a diverse set of experienced social sector professionals, the program is a site of kindling and **carrying forward lasting connections**



“Time to invest in fundraising”

“

Indian organisations are yet to appreciate the role that fundraisers play. That is why it is important to have a platform like [this] to turn the spotlight on this critical area.

*Organisations need to realise that **investing in fundraising talent** has the fastest and highest return on investment because such people pay themselves back, many times over.*

*When you think about fundraising as an investment, put it on the balance sheet and capitalise it,
you start thinking differently. ”*

ASHISH DHAWAN

*Philanthropist & Founder-Director
Central Square Foundation*

Program Objectives



Specifically designed through the **best tools and practices in andragogy**, these points outline what program participants can expect to achieve and develop over the course of five months

Build fundraising skills in an experiential manner
through case studies, simulations, group activities, pitching and role-playing

Gain fundraising insights from domain experts
across multiple channels by discussing best practices for organizations at specific stages of growth, and focused **mentorship** from senior leaders

Get exposed to emerging trends and practices
such as resource-based fundraising, venture philanthropy, impact bonds, retail fundraising, and more

Craft a unique narrative
and formulate successful fundraising strategies for your context

Create lasting and dynamic networks
through engaging with like-minded experts and peers

A Comprehensive Learning Approach

The curriculum is built upon a varied spectrum of activities and engagements, drawing from **expert knowledge**, to **on-ground research and case studies**, as well as **peer-to-peer learning**

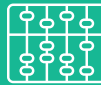


Asynchronous and Synchronous

components allow participants to learn at their pace, getting the most out of course material and live interactive sessions



Experiential Learning through problem-solving ensures participants are given tools to take forward, disseminate, and tailor the learned material to their specific context



Diverse Learning Tools ranging from guest sessions, workshops, peer review, self-diagnostic tools, office hours and individual feedback

Individualized Attention



While the ILSS Fundraising Program is built around a set curriculum, learnings are adaptive to each participant's needs and goals – ***opportunities for charting out your own course.***

Mentorship

For each edition of the Program, ILSS curates an esteemed panel of mentors, made up of leaders and professionals from the development sector, who will offer focused advice and guidance to participants through the duration of the Program.

Expert Feedback

Over the course of the Program, participants have several opportunities to receive individualized guidance on their work from experts in the field – including feedback on mission & vision and organization strategy, pitch decks, organization branding, and more.

Cohort Connect

In addition to live sessions with faculty, the Program includes informal peer sessions, for participants to give and receive feedback on their work, delve deeper into course ideas, and learn about peer organizations.

Team ILSS

Participants will be aided by dedicated facilitators from Team ILSS, who are available to solve for any particular learning requests and advise on making the most out of the course – during the four month duration and beyond.

Featured Faculty & Speakers

Designed in collaboration with domain leaders



ADRIAN Sargeant
Co-Founder & Co-Director
Institute for Sustainable
Philanthropy



ASHISH Dhawan
Founder & Director
Central Square
Foundation



GAURAV Gupta
Partner & Founder
Dalberg Asia



GEETA Goel
Country Director
Michael & Susan Dell
Foundation



INGRID Srinath
Director – CSIP
Ashoka University



NOSHIR Dadrawala
Director – Legal &
CSR Compliance
Centre for Advancement
of Philanthropy



Dr RUKMINI Banerji
CEO
Pratham Education
Foundation



PRIYA Naik
Founder & CEO
Samhita



PRITHA Venkatachalam
Partner
The Bridgespan Group



SAFEENA Husain
Founder & ED
Educate Girls



SHRIDHAR Venkat
CEO
The Akshaya Patra
Foundation



SRIKRISHNA Sridhar Murthy
Founder & CEO
Sattva

Mentor Panel *2nd Edition*



ARNAV Kapur
Lead - Philanthropic
Partnerships, India &
South Asia
Bill & Melinda Gates
Foundation



**BHARATH
Visweswariah**
Director - Investments
Omidyar Network India



GAYATRI Divecha
CSR Head
Godrej Industries &
Associate Companies



GAYATRI Nair Lobo
COO
ATE Chandra
Foundation



GITANJALI Gandhiok
Assistant VP -
Development
Ashoka University



HISHAM Mundol
Chief Advisor, India
Environmental
Defense Fund



NAMITA Dalmia
Director - Investments
Omidyar Network India



NAGHMA Mulla
CEO
EdelGive
Foundation



**SHAVETA Sharma-
Kukreja**
Managing Director
Central Square
Foundation



SRIRAM Venkatraman
Director - Partnerships
The/Nudge Foundation



SUDHA Srinivasan
CEO
The /Nudge Centre
for Social Innovation



UJWAL Thakar
Chairman
Educate Girls



VATSALA Mangain
Director - Resource
Mobilisation
CRY



**VENKATESAM
Eshwara**
Pro-Vice Chancellor
- Development,
Placements, and
Alumni Relations
Ashoka University



VISHAL Chowla
Former COO
Save the Children,
India



ZIAA Lalkaka
CEO
HT Parekh Foundation

Program Structure

- ✓ **75+ engagement hours** spread over four months
- ✓ **5 hours a week on average**
 - ✓ *Including online classes, readings, and assignments*
- ✓ **Closing Ceremony**
 - ✓ *For networking and engagement with experts and donors*



A Closer Look *Program Outline*



Introduction to Fundraising in India

A deep-dive into the current sector landscape vis-a-vis fundraising, emerging instruments, and future outlook; critical evaluation of different funding streams, and creating a resilient portfolio and fundraising strategy for your organization; compliance and regulatory frameworks.



Institutional Fundraising

Systems, tools and skills to effectively manage the complete fundraising cycle with institutional donors- foundations, CSR and government; articulating a strong narrative around your organization's work and impact; tactical building blocks such as prospecting, building the donor pipeline, crafting effective proposals and pitches; closing the deal.



Individual Giving

Leveraging the untapped potential of individual donors- HNI and retail; understanding why people give; designing impactful campaigns and movements to mobilize support; building and managing donor databases; unlocking maximum donor value.



Donor Engagement and Stewardship

Best practices and systems to create lasting donor relationships; tailored stewardship plans to foster trust with donors- both institutional and individual; technology and tools to automate reporting and engagement.

Network of Fundraising Professionals

A consolidated platform for **networking**, **information exchange**, and **continuous learning** rooted in the Indian context.

All ILSS Fundraising Program alumni receive one year of membership benefits.



Knowledge Portal including research and reports, resources like learning programs, toolkits and templates



Job Portal for sharing career opportunities in development and fundraising



Mentoring Support for junior fundraisers



Conferences and Networking including an annual conference for fundraising professionals and frequent chapter level events

PARTICIPANT REFLECTIONS

The Program was one place where I knew I could find answers for any questions I may have – a process that, before this, was completely unclear and inaccessible. Especially in sessions with my mentor and the cohort, I had all my questions about how to go about fundraising answered, in a structured way.

DILSHAD MEHERSHAHI *Founder, Mann Centre for Individuals with Special Needs*

I feel I have finally been given a playbook on fundraising! As someone who set up my organization to make a difference, the fundraising world was very opaque to me. Now, I feel confident in showcasing our work and tapping in to what I initially thought was a tight financial space.

ANUSHRI ALVA *CEO, Adhyayan Quality Education Foundation*

All sessions so far have been beyond expectations in terms of the speakers and the wealth of information that they covered, and I am grateful to be at the receiving end of this. Each speaker has shared in depth their understanding of the sector with a lot of generosity.

SHASHANK JAYAPRASAD *ATECF Scholar, TYCIA Foundation*

Thank you for so thoughtfully mapping us to the relevant mentors. Sessions with my mentor were extremely enriching. I learnt a lot - tons of takeaway from the interactions we had that I can directly input into my fundraising strategy.

VIGNESH KRISHNAN *City Director (Hyderabad), Teach for India*

Applying the learnings in the Program opened up whole new sources of funding that we had not considered before. It saved me and my organization a lot of time in adjusting where to best focus our energies, and how to optimize the resources we already had.

COL. CHRISTOPHER REGO *Founder-CEO, Sunbird Trust*



Next Steps

Application Details

Program application must be submitted by 18 July 2021 (via ILSS website)

- ✓ Those applying for scholarships must submit by **4 July 2021**
- ✓ Selected applicants will be invited for a **virtual interview**
- ✓ Applications will be reviewed on a **rolling basis**

Total cost of Program is Rs. 1L + 18% GST

- ✓ Includes one-year of membership to the **Network of Fundraising Professionals**
- ✓ Need-based scholarships available
- ✓ *Organisations looking to **nominate** or **sponsor participants** should e-mail frprogram@indialeadersforsocialsector.com, or contact Pratyush, +91 97850 55144*



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