



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, and 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 Social Purpose Organizations, building a stable and diverse funding portfolio – and investing in the people who can make that happen – is the key to resilience.

As the Program's 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.**

Now in its third edition, the Program brings with it a commitment to excellence through curated faculty, robust andragogical practices, and dedicated, long-term engagement with participants. ***Our cohort's impact journey, beyond the Program, is our measure of success.***

At this moment, India's social sector finds itself at a new and exciting turning point with regards to funding opportunities, and we aim to stay with it – building a cadre of capable and confident fundraising professionals 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 a **blended-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 professionals in the social sector, the Program is a site of kindling and **carrying forward lasting connections.**



## Time to **#InvestforImpact**

“

*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**

*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 four 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**.

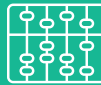


## Asynchronous and Synchronous

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.

# Who is the Program for?

- ✓ **Founders and/or Chief Fundraisers** of small and medium SPOs (preferably in operation for >3 years)
- ✓ **Corporate Professionals** who have recently joined the Fundraising/Development verticals of SPOs
- ✓ **Experienced Social Sector Professionals** transitioning to a Fundraising/Development role
- ✓ **Alumni** from the ILSS Leadership Program

*\*At least 5 Years of Work Experience Required*



# Featured Faculty & Speakers *Across three Program Editions*



**ADRIAN SARGEANT**  
Co-Founder & Co-Director  
*Institute for Sustainable  
Philanthropy*



**ADITYA NATRAJ**  
CEO  
*Piramal Foundation*



**ASHISH DHAWAN**  
Founder & Director  
*Central Square  
Foundation*



**DEVAL SANGHAVI**  
Partner & Co-Founder  
*Dasra*



**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*



**PRITHA  
VENKATACHALAM**  
Partner  
*The Bridgespan Group*



**SAFEENA HUSAIN**  
Founder & ED  
*Educate Girls*



**SRIKRISHNA  
SRIDHAR MURTHY**  
Founder & CEO *Sattva*

# Mentor Panel *Batch 3*



**AAKANKSHA GULATI**  
Chief Program Officer  
Teach for India



**ANITA BALA SHARAD**  
Director - Marketing and  
Resource Mobilisation  
Plan India



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



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



**BIKKRAMA DAULET SINGH**  
Co-Managing Director  
Central Square Foundation



**HARVEEN BEDI**  
CSR Head, Info Edge  
India Ltd.  
Leadership Coach



**HISHAM MUNDOL**  
Chief Advisor, India  
Environmental Defense  
Fund



**INGRID SRINATH**  
Director - Centre for Social  
Impact & Philanthropy  
Ashoka University



**JAMES ABRAHAM**  
Founder & Director  
SolarArise



**KAPIL KAUL**  
Chief Executive Officer  
IIT Kanpur Development  
Foundation



**KARTIK DESAI**  
Partner - Asia  
KOIS



**RACHANA IYER**  
Head - CSR  
IDFC FIRST Bank



**RITU JAIN**  
Core Team Member  
Kaivalya Education  
Foundation



**SAMAR VERMA**  
Program Officer  
Ford Foundation



**SANDHYA VENKATESWARAN**  
Fellow, Lantec Citizens  
Commission on Reimagining  
India's Health System; Senior  
Consultant, CSEP



**SANJAY KADAVERU**  
Founder & President  
Action for India



**SHANTANU GHOSH**  
Chief Advisor - Institutional  
Giving, Give India; Advisory  
Council Member, Milaan  
Foundation



**SHAVETA SHARMA-KUKREJA**  
Co-Managing Director  
Central Square Foundation



**SUDARSHAN SUCHI**  
Chief Executive Officer  
Save the Children



**SUDHA SRINIVASAN**  
Chief Executive Officer  
The /Nudge Centre for  
Social Innovation



**TAHIRA THEKAEKARA**  
Former Country Director  
PYXERA Global



**TARA SINGH VACHANI**  
Executive Chairperson, Antara  
Senior Living; Managing  
Trustee, Max India  
Foundation



**VANESSA D'SOUZA**  
Chief Executive Officer  
SNEHA



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



**VIJAY CHADDA**  
Chief Executive Officer  
Air Pollution Action  
Group

# Program Structure

- ✓ **100+ engagement hours** spread over four months
- ✓ **5-7 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**



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

# PARTICIPANT REFLECTIONS

*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 into what I initially thought was a tight financial space.*

**ANUSHRI ALVA** CEO, Adhyayan Quality Education Foundation

*Having no background in fundraising, every learning that the course has offered is a key learning to me. Some which stand out are: the approach to and strategies for fundraising, the art of storytelling, and specifically, fundraising for policy research work. These learnings have already started shaping our financial resilience strategy and our fundraising action plan.*

**ASADULLAH** Program Head, Centre for Budget and Governance Accountability

*The Program opens up a world of funding opportunities for the participants that is out there for anyone to grab only if you know where to look, how to structure your approach, and when to make the jump.*

**ASWATHY PREETHA JAYAKUMAR** Co-Founder and Education Director, Ayang Trust

*I loved this program as it brought together extremely passionate fundraisers. We got a chance to not only know about each other's work, but also learn from experience. It served as a reminder that we have a community to reach out for support.*

**IRA SAHAI** Head - Alliances, Chintan Environmental Research and Action Group

*The course offered a great space to practice the skills we learned. There were many opportunities to actually work on the pitch and communication pieces with each other. The diversity of speakers for the sessions was great.*

**ROHIT KUMAR** CEO, Apni Shala Foundation

*The Team at ILSS is accessible. I am impressed by the commitment of the Team to seek and incorporate feedback. It is great to see them being so keen on dynamically improving their curriculum.*

**VIVEK KUMAR** Co-Founder and CEO, Kshamtalaya Foundation





## Next Steps

### *Application Details*

**Program Application** must be submitted through the ILSS website **by February 27, 2022**

- ✓ **Those applying for scholarships** must submit with supporting documents **by February 13, 2022**
- ✓ 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

✓ **For any assistance**, including how to **nominate** or **sponsor participants**, please e-mail [frprogram@indialeadersforsocialsector.com](mailto:frprogram@indialeadersforsocialsector.com), or contact **Meenal, +91 99622 54536**



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## CONTACT US

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