



POINT - Platform for Opportunities and Ideas in Non-Profit Training

Trainers country meeting in Tbilisi, Georgia, February 23, 2016

partner: CISV-GEORGIA.

Report:

on February 23rd, 2016 CISV-GEORGIA host trainers country meeting in Tbilisi. Meeting was led by Pavle Tvaliashvili trainer of Point trainers network. Before training information was distributed in social networks and FB groups. Announcement was published on CISV-GEORGIA web page and web-page of partner organization EMT Education and Management Team. 11 applicants show interest to attend meeting. 7 participant attend meeting. 2 applicant call and said that they are not able to come because of busy schedule at job.

Meeting participants were able to communicate with representative of Czech Fundraising Centre Jana Ledvinová by Skype.

1. Major goals and challenges in training and consultations for non-profit organizations in Georgia.

- It is hard to collaborate with state / governmental Structures
- Part of Business companies are supportive (for example: sponsoring prizes)
- Term „ social responsibility” is not understood and thus adopted by most of the business organizations
- Trainings on fundraising issues for government officials is recommended
- Trainings/workshops on business issues, art of persuasion and negotiation for non-governmental organizations as for them it is hard to find out crossing point of „exactly what and how” their points should be delivered to business.
- Lack of specific knowledge of trainers on fundraising
- Mostly Fundraising is confused with charity
- Business can not understand what is offered by organizations
- Organizations do not have a fund-raisers (specialists with knowledge, skills and attitudes)
- Organizations find it difficult to communicate with the business, even find it hard to establish contact (they act from position - "we are not baggers" ...)
- Lack of professionals on non-commercial marketing
- Fundraising event implementer organizations are few as such kind of events are expensive . (expenses are more than cost)
- Lack of reading materials (a shortage of literature)

2. Recruitment process for the Training for Trainers School in April (recruitment rules, list of candidates).

An applying procedure and whole application should be done in English.

1. On #1:

- An applicant should show the experience and its connection to the given topic
- It would be convenient to define - non-profit training or consultation – to make it more understandable and avoid any miscommunications

2. On #2:

- Each participant should be motivated to continue and develop her/his knowledge, skills and attitudes in training or consulting.

An applicant should make self evaluation and on base of it admit what does he/she lack as a trainer and what skills, knowledge or attitude he/she aims to develop through attending this training

- Each participant should be committed to serving as trainer/consultant for non-profit organizations in the future.

Sending organization should provide the evidence that it supports the chosen person with all necessary materials to conduct the local training on given topic after coming back to country

- Each participant should be willing to share her/his knowledge, know-how and experience in training and consulting and other support services within the POINT platform.

After returning participants must hold a minimum of two 5 hours workshop/training (subject can be repeated) for 10-15 persons groups (from various non-profit organizations) .

3. Expectation from the Training for Trainers School in April (key knowledge, skills and attitudes which should be supported and developed).

knowledge

- What is the fundraising
- Methods of fundraising
- What is marketing in non-profit sector (non-commercial marketing)
- How to „sell” your idea and potential
- How to write and What to write in an official „fundraising letter”

- What practices exist at the international level
- How to negotiate in the stressful environment
- How to manage and control emotions
- Relations with and through Media

Skills

- Negotiations
- Persuasion
- Supply
- Analysis of needs
- Study and determine what to offer
- Evaluation and ranking
- Self motivation
- Creativity
- How to use personal contacts in a positive and not repetitious way

attitudes

- patience
- motivation
- positivity
- Do not get angry
- partnership and not a request or favor
- future prospects

4. Suggestions and ideas for specific curricula and training courses that could be developed during the ToT in April 2016 by the group of international trainers and shared through the network.

Training modules suggested during the School:

- Hierarchical system of trainers, mentorship and coaching;
- Issues concerning Organizational Culture and Society/Social norms.

5. Expectation from the POINT platform (what can the network do to support the development of non-profit training and consultations in our country).
 - online training without travel
 - Webinars
 - new publications
 - Open Trainings

- In case of trainers traveling to another country - spreading the information about time and date to - create possibility of consultative meetings
- Enlarging possibility of collaboration of training organizations
- Newsletter: updates news and announcements
- Trainers accreditation system
- Create a bonus system

6. *Other*

Participants have discussed the possibilities of cooperation with each other. As also the cooperation issues and possibilities within the specific project.

Meeting leader
Pavle Tvaliashvili
09 March 2016

Bulgaria - Czech Republic - Georgia - Hungary - Moldova - Poland - Romania Serbia - Slovakia - Ukraine

