

**Training name: “The basics of fundraising and communications” (within the training “Youth for Youth: building skills, transforming lives”)**

- **Training topic:** Basic of fundraising, developing communications for visibility and involvement
  - **Trainer(s) ID:** Olga Sergeeva, Partnership for Every Child, Kyiv, [o.sergeeva@p4ec.org.ua](mailto:o.sergeeva@p4ec.org.ua), +38095 634 58 74
  - **Date(s):** 18-20 September, 2015; 8-10 October, 2015; 9-10 November, 2015
  - **Number of participants:** 11; 27; 24
  - **Place of the training:**  
“Ukrainian village”, Kyiv district (<http://etno-selo.com.ua/index.php?lang=en>)  
“Oriana”, Kyiv district (<http://oriyana.org/>)  
“Oriana”, Kyiv district (<http://oriyana.org/>)
  - **Training goal(s):**
    - To build a capacity of youth trainers to provide sustainable work of the established youth clubs
- Short description of the training content (up to 15 lines):**

Basics of fundraising

- Analysing sources of income
- Creating a fundraising target
- Analysing stakeholders and networks of support
- Learning to use and creating a database of supporters
- Exploring innovative ways to raise public support
- Exploring the potential of individual giving
- Understanding donor motivations
- Creating a fundraising case
- Practice session of making an appeal
- Systems and practices to maintain strong donor relationships
- Developing an monthly & annual report that is communicative and reflects transparency

Developing communications for visibility

- Building up a story frame for the videos & storytelling articles
- The basic framework of how an interview is to be covered
- Use of video editing tool – Avidemix, windows movie maker
- Use of photo editing tool
- Various social media and how to work with that – Facebook, Twitter, VK, Blogs, YouTube
- Use of Gmail, Google documents, Google calendar (additional)
- Samples of how social media has been efficiently used by organisations
- **Evaluation - briefly based on the participants reflections if they were done. if not, just brief evaluation from the side of the trainer (up to 10 lines):**

I guess all trainings were nice and you could see that from the reflections, such as:

<https://www.facebook.com/photo.php?fbid=885308828220305&set=a.304806512937209.74408.100002235893845&type=3&theater>

<https://www.facebook.com/max.parkhomenko.18/posts/1622649774691388>

Also training participants use to share their achievements in work and activities.

- **Any other relevant materials to be shared (training agenda, manual, worksheets, photos, web page article etc.):**  
<https://www.facebook.com/photo.php?fbid=1098217126870122&set=a.733188846706287.1073741825.100000455352773&type=3&theater>  
<https://www.facebook.com/media/set/?set=a.1099627780069643.1073741847.228829770482786&type=3>