

Training name: *Fundraising and Financial Strategies*

- **Training topic:** *Developing Fundraising and Financial Strategy*
- **Trainer(s) ID (name, organization, town, contact):** Svitlana Kuts, Institute of Professional Fundraising, Kyiv, +380-50-331-2677; Olga Nikolska, Institute of Professional Fundraising, Kyiv, +380-50-654-3147, Oleg Hryshin, Institute of Professional Fundraising, Domanivka village, Mykolaiv region
- **Date(s):** March 2015 – April 2015 (3 meetings)
- **Number of participants (preferably also the list of participants names, organizations and their addresses .. but it is not necessary):** – 15 ppl, the team of Volya Charitable Foundation, Uman, Cherkassy region, Ukraine
- **Place of the training:** Office of Volya Charitable Foundation, Uman, Cherkassy region, Ukraine
- **Training goal(s):** To teach the Foundation team how to develop Fundraising and Financial Strategy of organization and to compile strategies for years 2015-2017
- **Short description of the training content (up to 15 lines):** The training consisted of 3 consecutive meetings, which included the presentation of the basic information on fundraising, the evaluation of organizational preparedness to fundraising, available services of organization, its existing donors, challenges of organization, strategic aims and goals of fundraising, financial planning, fundraising tools, etc.
- **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):**

As a trainer present at all three meetings of training course, I can surely state that the organization received all necessary instruments to be able to develop and follow the fundraising and financial strategies of organization. The team was quite satisfied by the services provided, which is proven by the fact that the communication strategy development was also ordered from the Institute of Professional Fundraising.

- **Any other relevant materials to be shared** (training agenda, manual, worksheets, photos, web page article etc.): – all available materials are in Ukrainian and can be presented upon request

Training name: *Communication Strategy*

- **Training topic:** *Developing Communication Strategy*
- **Trainer(s) ID (name, organization, town, contact):** Olga Nikolska, Institute of Professional Fundraising, Kyiv, +380-50-654-3147
- **Date(s)** August 2015 (3 meetings)
- **Number of participants (preferably also the list of participants names, organizations and their addresses .. but it is not necessary):** – 15 ppl, the team of Volya Charitable Foundation, Uman, Cherkassy region, Ukraine
- **Place of the training:** Office of Volya Charitable Foundation, Uman, Cherkassy region, Ukraine
- **Training goal(s):** To teach the Foundation team how to develop Communication Strategy of organization and to compile strategy for years 2015-2017
- **Short description of the training content (up to 15 lines):** – The training consisted of 3 consecutive meetings, which included the presentation of the basic information on communication, the evaluation of organizational preparedness to communication, , its existing communication efforts, challenges of organization, strategic aims and goals of communication, creation strategic messages, communication channels and tools, etc.
- **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):**

Training participants were provided evaluation questionnaires, the analysis of which showed the following results:

Facilitator's evaluation (Max score - 4)

Facilitator	Olga Nikolska
Expert level	4
Presentation	3,79
Interactiveness and partnership	3,86
Time management	3,64
Extent to which	3,71

facilitator met your expectations	
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Received knowledge (Max score - 4)

Topic	<i>Before training</i>	<i>After training</i>
Strategic message	2,14	3,71
Target/key audiences	2,43	3,57
Call to action	2,50	3,50
Reward/benefits	1,86	3,43
Support	2,29	3,64
Message conveyors	2,14	3,50
Points of entry	2,14	3,57
Communication channels	2,71	3,71
Communication plan	2,29	3,79
Strategic communication plan	2,14	3,71
Communication monitoring and evaluation	2,00	3,50

Received skills (Max score - 4)

Skills	<i>Before training</i>	<i>After training</i>
Developing strategic messages	0	3,57
Key audiences analysis	9	3,57
Compiling Communication plan	3	3,79
Developing communication strategy	3	3,79

- **Any other relevant materials to be shared** (training agenda, manual, worksheets, photos, web page article etc.): – all available materials are in Ukrainian and can be presented upon request

Training name: *Communication Strategy*

- **Training topic:** *Developing Communication Strategy*
- **Trainer(s) ID (name, organization, town, contact):** Olga Nikolska, Institute of Professional Fundraising, Kyiv, +380-50-654-3147
- **Date(s):** September 2015 (3 meetings)
- **Number of participants (preferably also the list of participants names, organizations and their addresses .. but it is not necessary):** –5 ppl, the team of Molodizhna Alternatyva, Kyiv
- **Place of the training** Office of Youth Alternative Public organization, Kyiv
- **Training goal(s):** To teach the organization team how to develop Communication Strategy of organization and to compile strategy for years 2015-2017
- **Short description of the training content (up to 15 lines):** – The training consisted of 3 consecutive meetings, which included the presentation of the basic information on communication, the evaluation of organizational preparedness to communication, , its existing communication efforts, challenges of organization, strategic aims and goals of communication, creation strategic messages, communication channels and tools, etc.
- **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):**

As a trainer, I can surely state that the organization received all necessary instruments to be able to develop and follow the communication strategy of organization. The team was quite satisfied by the services provided. I follow up the development communication effort of organization and see that planned activities are implemented and the organization shows serious progress at the international level (participation in international networks and events) as it was planned.

- **Any other relevant materials to be shared** (training agenda, manual, worksheets, photos, web page article etc.): – all available materials are in Ukrainian and can be presented upon request

Training name: *Session at the Course of Professional Fundraising (1.5 hours)*

- **Training topic:** *9 Fundraising NGOs and Multiple Intelligences*
- **Trainer(s) ID (name, organization, town, contact):** Olga Nikolska, Institute of Professional Fundraising, Kyiv, +380-50-654-3147
- **Date(s)** June 29, 2015
- **Number of participants (preferably also the list of participants names, organizations and their addresses .. but it is not necessary):** – 10 ppl, representatives from different organizations from various cities of Ukraine, participants of the course of Professional Fundraising
- **Place of the training:** Kyiv Professional Pedagogic College, Kyiv
- **Training goal(s):** To teach future fundraisers 9 types of NO they can receive while working and different types of information comprehension based on the theory of multiple intelligences
- **Short description of the training content (up to 15 lines):** – Future fundraisers were presented and explained 9 types of NO they can receive while working and different types of information comprehension based on the theory of multiple intelligences.
- **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):**

As a trainer, I can surely state that the organization received all necessary instruments to be able to develop and follow the communication strategy of organization. The team was quite satisfied by the services provided. I follow up the development communication effort of organization and see that planned activities are implemented and the organization shows serious progress at the international level (participation in international networks and events) as it was planned.

- **Any other relevant materials to be shared** (training agenda, manual, worksheets, photos, web page article etc.): – all available materials are in Ukrainian and can be presented upon request

Training name: *Communicating for Fundraising (1 day)*

- **Training topic:** Communication for Fundraising
- **Trainer(s) ID (name, organization, town, contact):** Olga Nikolska, Institute of Professional Fundraising, Kyiv, +380-50-654-3147
- **Date(s)** September 17, 2015
- **Number of participants (preferably also the list of participants names, organizations and their addresses .. but it is not necessary):** – 10 ppl, representatives from different organizations from various cities of Ukraine, participants of the course of Professional Fundraising
- **Place of the training:** Kyiv Professional Pedagogic College, Kyiv
- **Training goal(s):** To teach future fundraisers create strategic messages for donors
- **Short description of the training content (up to 15 lines):** – Participants were provided with Developing Strategic messages for Donors tool, played How Communication Works game, developed their own messages for donors and received all necessary tools for establishing successful communication with donors.
- **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):**

End of day evaluation was conducted, 85% of participants were “Completely satisfied” with both trainer and knowledge and skills received.

- **Any other relevant materials to be shared** (training agenda, manual, worksheets, photos, web page article etc.): – all available materials are in Ukrainian and can be presented upon request