Strategic Non-Profit Event Fundraising and Sponsorship Training Course



14 - 18 Dec 2026

LONDON

5900 € (Per Person)

Ref: #EL3080_74052

Course Introduction / Overview:

This comprehensive training course is designed to empower non-profit professionals with the strategic skills needed to transform events into powerful fundraising and awareness-building platforms. It goes beyond basic event planning, focusing on the principles of cultivating donor relationships and securing meaningful corporate sponsorships that align with an organization's mission. The curriculum is informed by academic research and best practices, drawing on concepts from "The Fundraising Handbook" by Katherine G. Tyler and Thomas P. Holland, which provides a foundational framework for ethical and effective fundraising. Participants will learn how to design events that not only attract donors but also provide compelling value to sponsors, from creating a strong case for support to leveraging data for donor targeting. BIG BEN Training Center has developed this program to be highly interactive, and case-study driven, allowing participants to work through real-world scenarios of fundraising events. The training emphasizes a donor-centric approach, teaching professionals how to build long-term relationships that lead to sustainable funding and a stronger community.

Target Audience / This training course is suitable for:

- Non-profit event managers.
- Fundraising and development professionals.
- Executive directors of non-profit organizations.
- Corporate social responsibility (CSR) managers.
- Marketing and communications staff at charities.
- Volunteer coordinators.
- Board members and key stakeholders.

Target Sectors and Industries:

- Non-profit and philanthropic sectors.
- Education and academic institutions.
- Healthcare and social services.
- Arts and cultural organizations.
- Environmental and conservation groups.
- Corporate foundations and CSR departments.
- Government agencies and equivalents.

Target Organizations Departments:

- Development and fundraising.
- Special events.
- Marketing and communications.
- Community relations.
- Corporate partnerships.
- Volunteer services.
- Executive leadership.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and execute fundraising events that meet and exceed financial goals.
- Develop and pitch compelling sponsorship proposals that align with corporate values.
- Cultivate and maintain long-term relationships with donors and sponsors.
- Utilize data to segment audiences and personalize fundraising appeals.
- Create a strategic event plan that balances mission, budget, and impact.
- Measure the return on investment (ROI) for fundraising events.
- Navigate the legal and ethical considerations of non-profit fundraising.

Course Methodology:

This training course employs a project-based and collaborative methodology to provide a practical and hands-on learning experience. The program combines expert-led presentations with a comprehensive group project where participants will develop a full fundraising event strategy, from initial concept to post-event follow-up. This includes tasks such as creating a budget, designing a sponsorship tier package, and crafting a donor communication plan. The course also features interactive workshops where participants will practice their pitching skills in a supportive environment. BIG BEN Training Center has designed the curriculum to facilitate dynamic group discussions, live problem-solving sessions, and peer-to-peer feedback, which encourages a deeper understanding of the course material. The training is structured to provide a holistic view of event fundraising, with opportunities for personalized feedback from the instructor to help refine each participant's professional approach.

Course Agenda (Course Units):

Unit One: Strategic Foundations of Event Fundraising

- The role of events in a non-profit development plan.
- Defining your event's mission and goals.
- Budgeting for a successful event.
- Identifying and profiling your target audience.
- The psychology of donor giving.
- Legal and ethical considerations.
- Case studies of impactful fundraising events.

Unit Two: Crafting a Winning Sponsorship Strategy

- Understanding the corporate partner's perspective.
- Creating a compelling sponsorship proposal.
- Designing attractive sponsorship tiers and benefits.
- Identifying and researching potential sponsors.
- The art of sponsorship pitch and negotiation.
- Sponsorship fulfillment and reporting.
- Building long-term corporate relationships.

Unit Three: Donor Cultivation and Event Engagement

- The donor journey: from prospect to lifelong supporter.
- Personalizing the event experience for key donors.
- Leveraging technology for donor management.
- Creating engaging and meaningful event content.
- Donor recognition and stewardship.
- Turning event attendees into recurring donors.
- Post-event follow-up and thank you strategies.

Unit Four: Event Management and Operational Excellence

- Developing a detailed event timeline.
- Vendor selection and negotiation.
- Logistics and on-site event management.
- Risk management and contingency planning.
- Recruiting and managing a team of volunteers.
- Effective communication with stakeholders.
- Measuring event performance and ROI.

Unit Five: The Future of Non-Profit Events

- Emerging trends in digital and hybrid events.
- Utilizing virtual reality and live streaming.
- Gamification and interactive fundraising.
- Data analytics for donor targeting.
- Building a sustainable event portfolio.
- Leadership and innovation in fundraising.
- Personal action planning for professional growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does a non-profit's strategic shift from viewing events as a one-time cash infusion to a long-term donor cultivation tool fundamentally change its financial sustainability and community impact?

What unique qualities does this course offer compared to other courses?

This training course is distinguished by its strategic focus on event fundraising as a core component of a non-profit's overall development plan. Unlike generic event planning programs, this curriculum, developed by BIG BEN Training Center, is tailored to the specific challenges and opportunities of the non-profit sector. It provides a deep dive into donor psychology and sponsorship strategy, teaching professionals how to build authentic, mission-aligned partnerships rather than just transactional relationships. The course emphasizes a data-driven approach to fundraising and the importance of measuring social as well as financial returns on investment. Through its practical case studies and focus on long-term relationship building, this program empowers professionals to create events that not only raise critical funds but also strengthen their organization's community and secure its future.