

Negotiation Skills for Securing Donor Support

Duration: 5 Days

Language: en

Course Code: IND17 - 113

Objective

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

- Understand the key principles of negotiation in donor relations.
- Develop strategic approaches to donor negotiations.
- Build trust and credibility with potential donors.
- Apply persuasive communication techniques in negotiations.
- Overcome common negotiation challenges and objections.
- Create mutually beneficial agreements with donors.
- Strengthen long-term donor relationships for sustained funding.

Audience

This course is ideal for professionals working in fundraising, donor relations, and nonprofit management, including:

- Grant writers and fundraising specialists.
- Nonprofit executives and project managers.
- Business development and partnership officers.
- Advocacy and external relations professionals.
- Anyone involved in securing funding and donor negotiations.

Training Methodology

This training adopts an interactive and practical approach designed to enhance participants' skills and confidence. It includes engaging activities such as negotiation exercises and role-playing scenarios, in-depth case studies showcasing successful donor negotiations, and dynamic group discussions enriched with peer feedback. Participants will also benefit from comprehensive frameworks and templates to effectively structure donor proposals and will develop personalized negotiation strategies tailored to their individual needs.

Summary

Securing donor support is a vital aspect of sustaining nonprofit projects and humanitarian initiatives. Effective negotiation skills help organizations build strong donor relationships, secure funding, and create impactful partnerships.

This course provides participants with practical strategies to enhance their negotiation techniques, improve communication with donors, and build lasting relationships. Through real-world case studies, interactive exercises, and proven negotiation frameworks, participants will gain the confidence and skills needed to navigate complex donor interactions and achieve successful outcomes.

Course Content & Outline

Section 1: Introduction to Donor Negotiation

- Importance of negotiation in donor relationships.
- Understanding donor expectations and priorities.
- Common challenges in donor negotiations.

Section 2: Strategic Preparation for Negotiation

- Researching donor needs and aligning project goals.
- Structuring negotiation strategies for success.
- Setting realistic funding expectations and objectives.

Section 3: Effective Communication for Negotiation

- Building rapport and trust with donors.
- Persuasive storytelling to enhance donor engagement.
- Active listening and handling objections.

Section 4: Negotiation Techniques and Best Practices

- Key negotiation models and approaches.
- Balancing donor interests with organizational needs.
- Overcoming power imbalances in negotiations.

Section 5: Securing Commitments and Managing Agreements

- Structuring agreements and funding commitments.
- Navigating complex donor requirements.
- Ensuring follow-through and long-term donor engagement.

Section 6: Strengthening Long-Term Donor Relationships

- Building trust and transparency in donor partnerships.
- Maintaining effective communication post-negotiation.
- Strategies for donor retention and future collaboration.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Government and NGOs, Management & Leadership, Project Management

Tags

Negotiation, NGOs, Communications Skills, Donors, Donor-Funded Projects

Related Articles



Unlocking The Power Of Negotiation: Tactics For Success

Learn professional negotiation tactics to achieve success. Set clear objectives, listen actively, build trust, and present compelling arguments. Avoid common mistakes and secure great deals. Enhance your negotiation skills for favorable outcomes in all areas of life.