



Training Workshop on
Communication and Fundraising



Training Profile

07 – 10 October, 2012

Introduction:

The training on Communication and Fundraising was a four day event conducted by Risalat Consultants International (RCI) in October, 2012 for participants introduced by the Swedish Committee for Afghanistan (SCA). The participants were members of Disabled Persons' Organizations (DPOs) working with SCA under its Rehabilitation of Afghans with Disabilities (RAD) program which is now implemented by SCA in 13 different provinces of Afghanistan.

Training Delivery:

The training was a four day event which was conducted from 07th to 10th of October, 2012. It was conducted by two of RCI's expert trainers who have years of experience in conducting similar trainings.

Like every other training workshop conducted by RCI, this session also started with a short pre-test with a purpose of assessing the existing knowledge and understanding of the participants about the ideas and concepts to be delivered during the training. Similarly, there was a post-test conducted at the end of the training which comprised different questions asking about similar concepts asked in the pre-test. The purpose was to compare the participants' knowledge of the topics discussed in the training workshop before the training and after they participated in the training.

During the training different training participatory methodologies were used in order to enable the participants gain maximum benefit from the workshop and also share their experiences with one another, so that they not only learn from the trainers but also from other participants.

Major Topics Covered In This Workshop:

Communication Skills

- *The Components of Communication*
- *Non-verbal Communication*
- *7 C's of Effective Communication*
- *Successful Speaking & Listening*
- *Written Communication - Letters*
- *Written Communication - Memos*
- *Short Reports*

- *Long formal Reports*

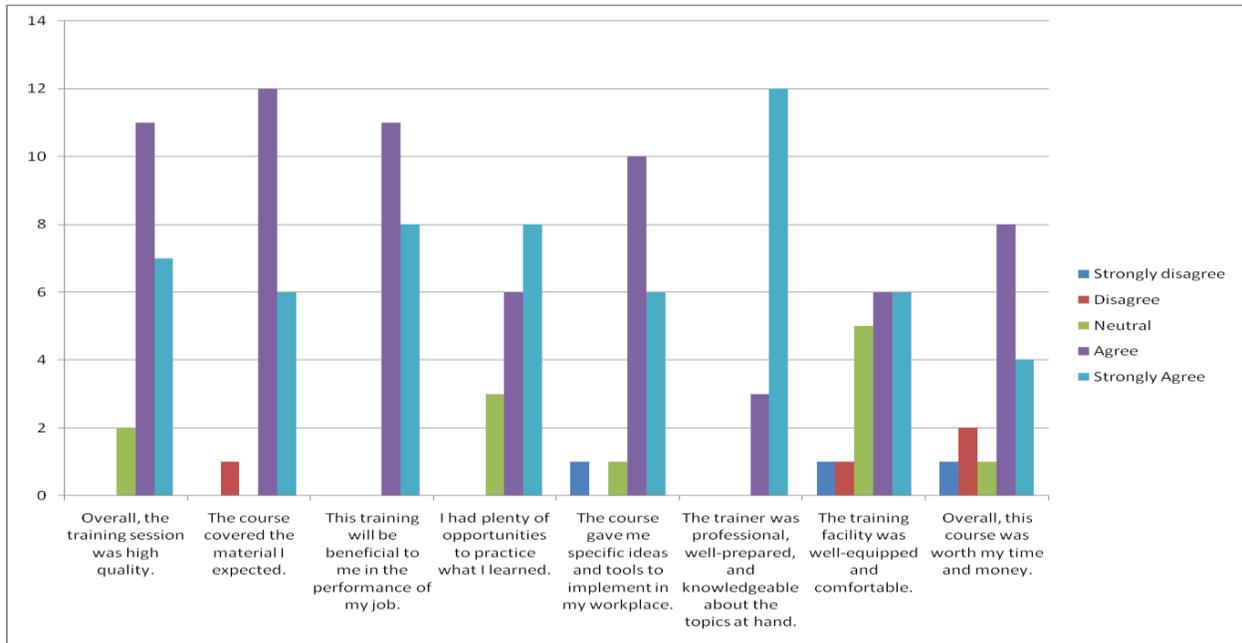
Fundraising

- *What is a Fundraising Strategy?*
- *Pre-requisites for Fundraising Strategy*
- *Strategic Options for Fundraising*
- *Writing Successful Funding Proposals*
- *Donor Relations and Recognition*
- *Revenue Generation through Commercial Ventures*

Workshop Evaluation:

Part of RCI's efforts to continuously improve its performance and the quality of its services, is a continuous process of evaluation undertaken during and after each training workshop. A daily evaluation was conducted during the first three days of the training in order to identify any problems the participants may be facing with respect to the training methodology, the trainers or the training venue etc. their comments are immediately considered on the next day. An end of workshop evaluation was conducted in which different questions were asked about participants' impressions of the training event, the contents of the workshop delivered and the overall management of the workshop by RCI. Participants ranked the statements on a scale of 1 to 5 (from strongly agree to strongly disagree). In the evaluation forms, there is also space for participants to express their own views and comments about the training experience apart from the questions asked by RCI. Majority of the comments expressed by the participants in this training were appreciative and complementary of the contents and the deliverers of the training workshop.

Following is a graphical representation of the feedback participants of the training on Communication and Fundraising provided at the end of the program.



Workshop Evaluation Results