



Karl Kübel Institute
for Development Education

3-DAY RESIDENTIAL TRAINING

ON

"Building Your Brand for Fundraising"



**CREATING IMPACTFUL
MATERIALS AND RESOURCES
FOR NON-PROFITS"**

Join Our 3-Day Training Program
on 9th, 10th & 11th of December
2024 at KKID, Coimbatore.

Why Attend?

In today's competitive fundraising landscape, a strong brand and clear messaging are essential for non-profits to attract donors and sustain support. This workshop offers practical insights and tools to help you create compelling materials that resonate with your audience, build trust, and communicate your mission's impact effectively. Whether you're new to branding or looking to refine your approach, this session equips you with skills to elevate your organization's presence and boost your fundraising efforts.

What will you Learn?

- How to create a compelling brand identity that resonates with donors and stakeholders.
- Techniques for designing effective materials that communicate your mission and impact.
- Key messaging strategies to convey urgency and inspire action.
- Tips for building trust and credibility with visual and written content.
- Insights into leveraging storytelling to connect with your audience emotionally.

Who should attend?

- Non-profit leaders and executives looking to enhance their organization's visibility and appeal.
- Fundraising professionals seeking effective branding strategies to attract donors.
- Communication and marketing team members interested in creating impactful materials.
- Program managers who need to convey program impact to funders and partners.
- Small non-profit founders eager to build a recognizable brand with limited resources.
- Volunteers and board members involved in fundraising and resource mobilization.
- Anyone passionate about supporting a non-profit's mission through better communication and branding.

Hands-On Practice with Free Tools:

- Explore Canva, Adobe Spark, and other design tools for creating engaging visuals.
- Practice developing impactful presentations and proposals with PowerPoint and Google Slides.
- Learn to build and manage a content calendar using free planning apps.
- Experiment with online platforms to create donor reports, infographics, and newsletters.
- Access templates and resources tailored for non-profit marketing and fundraising needs.

Key Benefits:

- Enhance your project management skills
- Learn to utilize the latest technology and tools
- Improve efficiency and impact of your NGO projects
- Network with peers and experts

Facilitator: Gnanaraj Sadacharam

Gnanaraj Sadacharam is a visionary leader and social entrepreneur with a deep commitment to empowering non-profits through innovative solutions. As an expert in integrating technology for impactful program delivery, he specializes in helping non-profits build strong brands, enhance fundraising, and optimize resources. Founder and CEO of Innovation Nest, Gnanaraj brings over two decades of experience in program management, digital literacy, and strategic consulting, offering tailored tools and techniques to support organizational growth. Accredited by the American Merit Council, he is highly regarded for his contributions to sustainable development and his dedication to uplifting communities through technology-driven strategies.

Venue: **KKID- Coimbatore.**

Language: English.

Program cost: **Rs.5000+18% GST** (Including Food & Accommodation) per person.

More discount pricing is for organizations sending 2+ participants.

Register here online to reserve your seat: <https://forms.gle/fxuv9wvfYYW5BCTK8>

Your Registration will be confirmed by email, this workshop is limited to 20 participants only

Data Protection Policy:

Herewith I do agree that Karl Kübel Foundation for child & family (KKF), uses my contact details for event organization. My personal contact details such as name, address and email will only be used in the context of the given purpose as well as for information about the work of KKF. KKF will not transfer my data to third parties. In the framework of preparation of the event my contact details can only be handed over to co-initiators, if necessary. The consent is voluntary and can be withdrawn in future at any time. In such case, please, send us an email to the following address: info@kkid.org. By practicing your right of withdrawal we will delete your contact details immediately.

For more details kindly

visit www.kkfindia.com or write to trainings.desk1@kkid.org or call **9047698422**.

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Exclusive Offer

All training participants receive a Non-Profit Branding Design Kit, featuring a brand style guide, customizable templates for brochures, social media posts, and donor reports, plus messaging tips and a social media planner. This kit equips your NGO with essential tools to build a professional, cohesive brand that resonates with donors and strengthens your fundraising efforts.

- **Brand Style Guide**
- **Templates**
- **Messaging Tips**
- **Social Media Planner**