



Introduction to Fundraising

Unit 1: Part A Intro Video



Welcome to Unit 1 Part A, “Discover Foundations: Introduction to Fundraising.” In this unit, you will learn about the latest trends in fundraising within the international cooperation sector, from the perspective of international counterparts and as an organization operating in a ‘donor’ country.

Learning Objectives

- Identify key reasons for raising funds locally
- Explain the essential components of an integrated fundraising plan
- Map the actual and the desired financial situation of your organization
- Analyze your organization’s current financial situation
- Feel more confident about developing your own diversified fundraising strategy



After completing the first part of this unit, through the Change the Game Academy, you’ll be able to:

- Identify key reasons for raising funds locally, from the perspective of international counterparts
- Explain the essential components of an integrated fundraising plan
- Map the actual and the desired financial situation of your organization
- Analyze your organisation's current financial situation
- Feel more confident about developing your own diversified fundraising strategy

Learning Objectives

- Examine key trends and considerations in the international cooperation landscape from a donor-country perspective
- Identify challenges and opportunities within the Canadian international cooperation landscape
- Map specific opportunities and challenges of your organization's current financial situation
- Analyze equity considerations and impact on fundraising



Photo by [sebastian stam](#) on [Unsplash](#)



After completing the second part of Unit 1A, the Canadian content portion, you'll be able to:

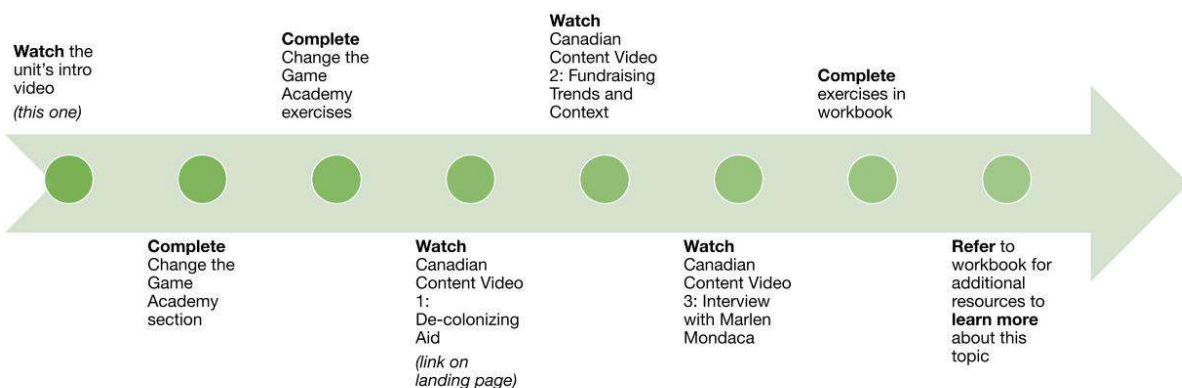
Examine key trends and considerations in the international cooperation landscape from a donor-country perspective

Identify challenges and opportunities within the Canadian international cooperation sector landscape

Map specific opportunities and challenges of your organization's current financial situation

Analyze equity considerations and the impact on fundraising

How to complete Unit 1: Part A



After watching this introductory video, please click the link to the first section, through Change the Game Academy's website. After completing part one of this unit, including associated exercises, return to this page to access Canadian content videos 1, 2, and 3. Once you've gone through these materials, go to your workbook and complete the exercises for Unit 1A.

**This video is part of the
Building Equity: Resource
Mobilization for Impact
training series.**

The series is available online via the Spur Change Resource Library. Made possible in collaboration with JNC Consulting and Change the Game Academy.

