



Strong Relations with Your Donors

Unit 2: Part B Intro Video



Strong relations with your donors. Unit 2 Part B intro video. Welcome to Unit 2 Part B, “Building strong Relations with Your Donors.” In this unit, you will build your knowledge of approaches in philanthropy and donor relationship management and identify donor relations approaches suitable for your organization.

Learning Objectives

- Explore current approaches, trends, and innovations in philanthropy
- Identify the key elements of a donor relations plan
- Assess their current donor relations activities
- Select the donor relations channels that are most appropriate for their organisation
- Develop a donor relations plan and calendar that are suitable for their organization



After completing the first part of this unit, through the Change the Game Academy, participants will be able to:

- Explore current approaches, trends, and innovations in philanthropy.
- Identify the key elements of a donor relations plan.
- Assess their current donor relations activities.
- Select the donor relations channels that are most appropriate for their organisation.
- Develop a donor relations plan and calendar that are suitable for their organization.

Learning Objectives

- Identify the key characteristics of Community-Centric Fundraising
- Map specific opportunities and challenges for an organization's donor relations



Photo by [Hermes Rivera](#) on [Unsplash](#)

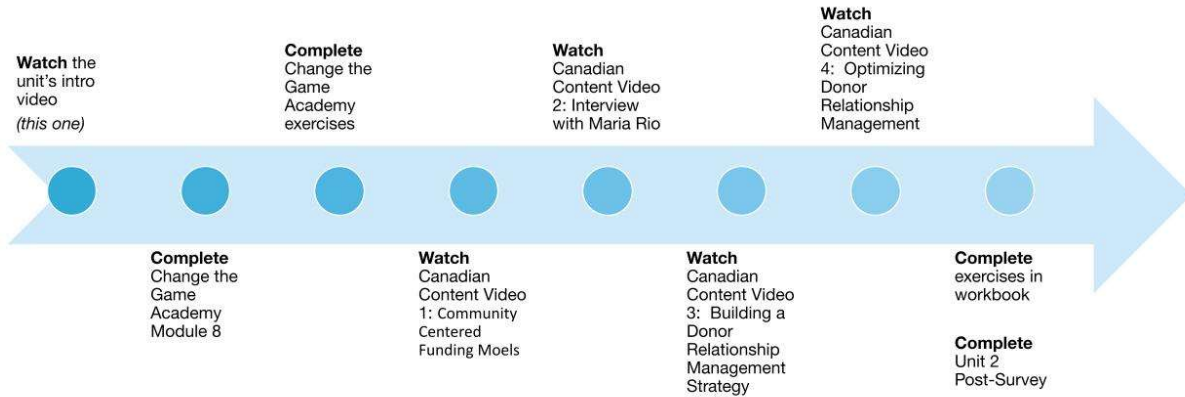


After completing the second part of Unit 2B, the Canadian content portion, participants will be able to:

Identify the key characteristics of Community-Centric Fundraising

Map specific opportunities and challenges for their organization's donor relations

How to complete Unit 2: Part B



After watching this introductory video, click the link to Change the Game Academy's Module 8. After completing Module 8, return to this page, to access the Canadian content videos, as well as a video where we speak with Maria Rio from Further Together, a consulting firm that provides strategic fundraising services to clients, grounded in community-centric fundraising. Once you've gone through these materials, please refer to your workbook for Unit 2A exercises and additional resources.

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.



Thank you