



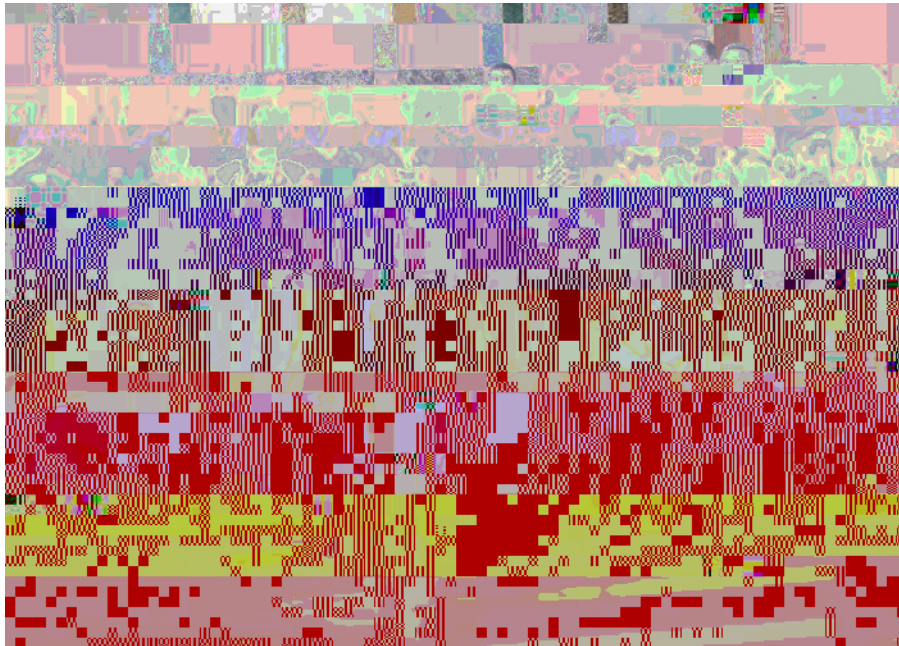
Nurturing NGO Capacity to Engage in Biodiversity Conservation  
in the Eastern Mediterranean: assessing and increasing the  
capacity of NGOs for the challenges of nature conservation

Amman, Jordan  
28 – 30 January, 2013

**MAVA Fundraising Training Regional Workshop  
FINAL REPORT**

**Submitted to**

IUCN ROWA office /Regional Project Coordinator



## **LEGAL NOTICE**

## **1- PARTICIPANTS**

## **2- OPENING SESSION & KEYNOTE PRESENTATION**

### **3- THE WORKSHOP AGENDA**

### **4- THE REPORT**

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**WORKSHOP REPORT**

**SUMMARY**

**TOOLBOX**

**EXECUTIVE**

**BUSINESS PLAN**

**DECK**

**SLIDES**

**PRE-WRITING TASKS**

**PROJECT PROPOSAL WRITING (SEE TEMPLATE IN ANNEX 3)**

description of what the project entails, with as little jargon as possible and without going into every detail. It should cover the following:

**WORKSHOP REPORT**

**WORKSHOP REPORT**



**WORKSHOP REPORT**

**Project's Title: onservation of economically important plant species indicators of climate change**

Objectively Verifiable  
Indicators (OVIs)

Means (Sources) of  
Verifications (MOVs)

Important  
Assumptions

**DAY 2, SESSION2:**

**DAY 3, SESSION2:**

**WORKSHOP REPORT**

**PROJECT OUTLINES:**

**DAY 3, SESSION4:**

## **5- CLOSE OF MEETING**

## **6- DISTRIBUTED DURING THE MEETING**

Ming



*Fundraising workshop*

*Amman 28-30 Jan., 2013*

**WORKSHOP REPORT**



WORKSHOPEVALUATION FORM

**WORKSHOP REPORT**

Evaluation Analysis

<b>Evaluator</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>



*Fundraising workshop*

*Amman 28-30 Jan., 2013*

**WORKSHOP REPORT**



## 8- Annexes

### Annex 1: List of participants

#### Participants

#	Name	Organization	Email	Mobile	Sex
LEBANON					



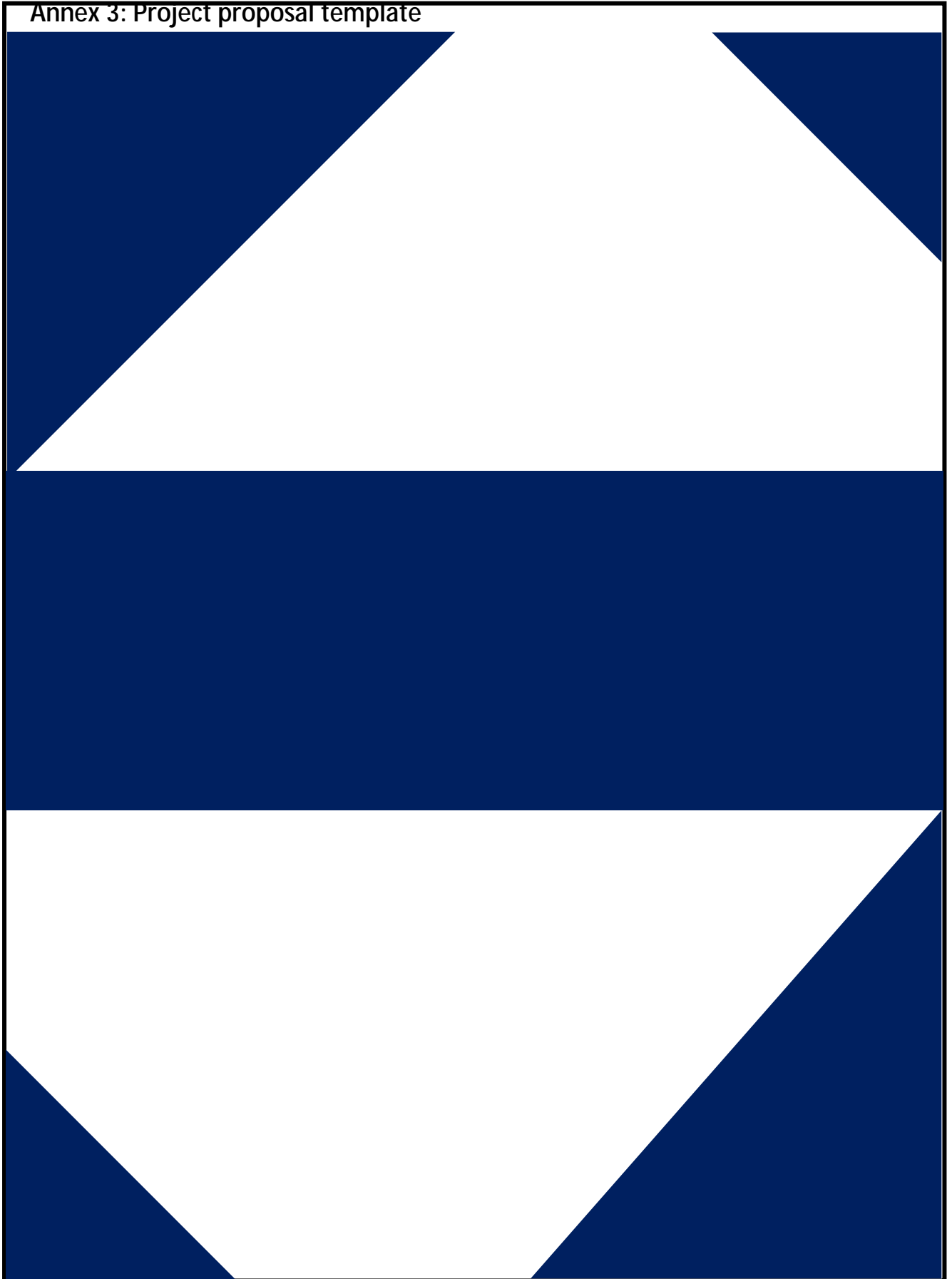
**WORKSHOP REPORT**

	with IUCN.
15:00- 15:15	Coffee break
15.15-16.15	FP7 & ENPI
16.15	Closure of the second day meeting

**DAY3 (30/1/2013)**

9.00-10.00 Fundraising tools review (direct mailing, telemarketing, events, face-

Annex 3: Project proposal template



<b>Section A</b>	<b>Project Outline:</b>
<b>Project Rationale</b>	You will place here project need for your business including background/context and why it require to be done
<b>Project Purpose:</b>	You will state overall reason for the project under project purpose heading
<b>Project Goal:</b>	What is the goal and end results of your project

**Broad statement of Scope:**

**WORKSHOP REPORT**



## Annex 4: Golden rules for fundraising

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### Planning

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### PROJECT

### FUNDERS

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### RETURN

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### LAST BUT NOT LEAST

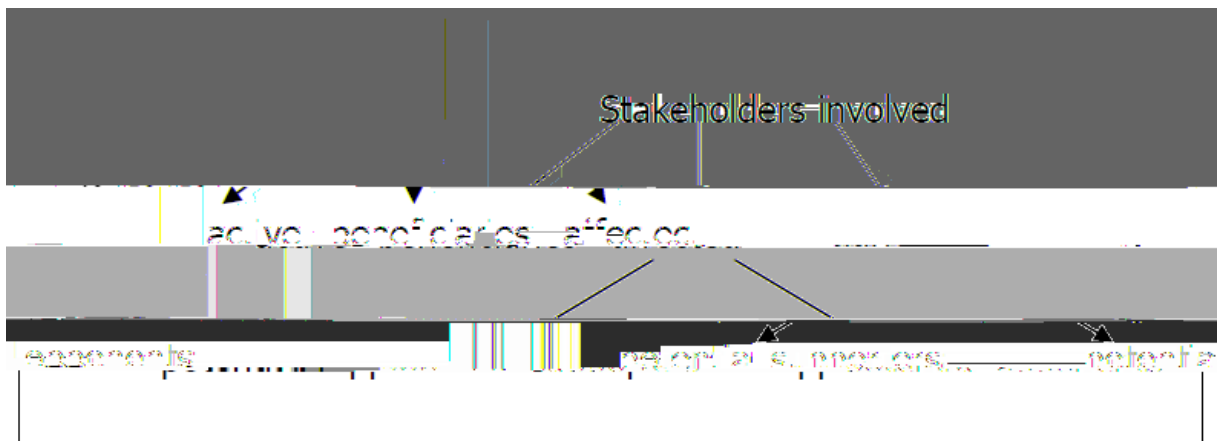
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Some CRAZY IDEAS (?) for fundraising

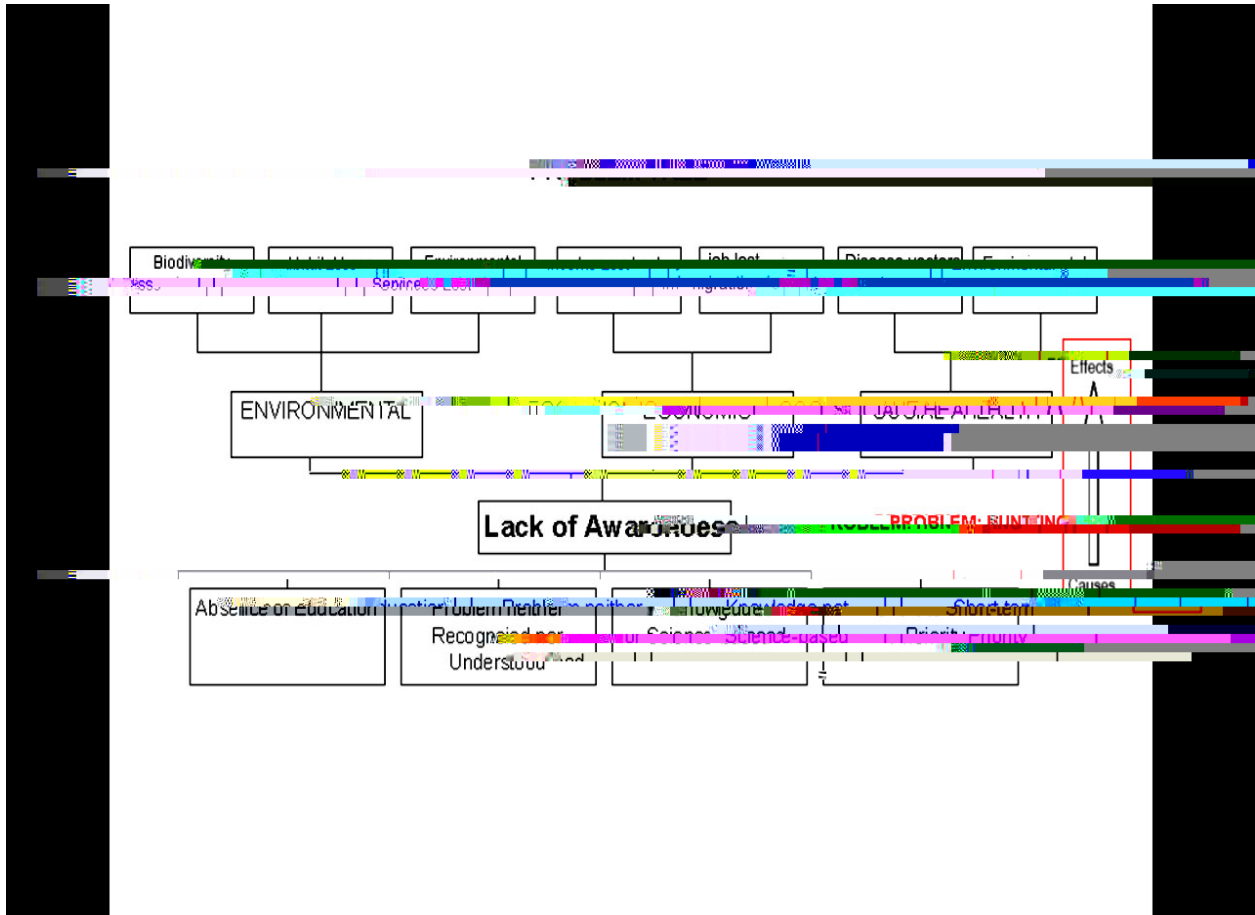


## Annex 6: Prioritization of Stakeholders

## Annex 6: Prioritization of Stakeholders



Annex 7:



Annex 8: Event Proposal

<h1>Event Proposal</h1>	
<h2>[Event Title]</h2>	
To,	<i>[name of the sponsor to whom the proposal is being submitted]</i>
<p><i>[Detailed description of the event, including objectives, activities, and budget details. This section is currently blank in the provided image.]</i></p>	
<p><i>[Signature Line]</i></p>	