

Cypriot Civil Society Strengthening Programme Open training courses 2007-08

Who are the courses for?

Our Open Training courses are offered to all those involved in the voluntary sector in Cyprus: leaders, managers and volunteers of civil society organisations in Greek Cypriot and Turkish Cypriot Communities.

1. Fundraising for Civil Society Organisations

Aim:

Fundraising is crucial to the success and sustainability of Cypriot CSOs. This course is designed to support organisations to identify appropriate sources through the presentation and analysis of available funds.

Objectives:

- Provide an overview on the fundraising issues and approaches
- Conduct Fundraising planning
- Share top tips in fundraising and examples of successful fundraising strategies
- Explore the funding environment in Cyprus, including the availability of funding from international and local sources

2. Managing Staff and Volunteers in Civil Society Organisations

Aim:

Volunteers and paid staff are key to the success of Cypriot CSOs. The aim of this course is to help CSO leaders and board members develop a strategic approach to managing such a treasured resource.

Objectives:

- Provide an overview on the strategic approach to recruiting and managing volunteers and staff
- Introduce the key elements of a volunteer recruitment and retention strategy
- Share 'good practice' in people management
- Have an opportunity to exchange experiences and concerns regarding volunteer and staff management

3. Strategic Thinking and Planning in Civil Society Organisations

Aim:

To enable participants to respond to changing circumstances, and to make choices from a longer-term perspective and understand the strategic planning process.

Objectives:

- Define different ways of thinking creatively and strategically

- Explain different approaches to strategic and creative thinking
- Apply tools in strategic and creative thinking
- Understand and appreciate environmental context for strategy development
- Apply models and tools in strategic planning

4. Communications and Outreach for Civil Society Organisations

Aim:

Effectively communicating with stakeholders is one of the vital components for the success of any organisation. If an organisation has the capability to communicate the right messages, to the right target groups, through the right communication channels and tools, this means that the organisation is more likely to have a solid profile and support from its constituency, funders, CSOs and other external actors.

Objectives:

- Understand the importance of communication for CSOs
- Develop skills for communicating with main target groups
- Understand the main communication channels and activities
- Understand the function of public relations in CSOs
- Prepare sponsorship packages, media kits, press releases
- Develop an understanding of brand building and branding
- Establish image and reputation for their CSOs

5. Advocacy and Campaigning in Civil Society

Aim:

To give participants a thorough understanding of how to influence the policy making process in their own context. Participants are exposed to skills required to formulate effective advocacy strategies, implement appropriate work plans, and incorporate monitoring and evaluating systems.

Objectives:

- Analyse the policy-making dynamic and be able to identify appropriate 'levers of influence'
- Understand the role of research and evidence in campaigning
- Understand the various stages of the advocacy planning cycle
- Lobby decision makers and relate to the media with more confidence
- Embed monitoring and evaluating systems and procedures within advocacy programmes

6. Civil Society Project Design and Planning

Aim:

This course aims to enable participants to develop well-planned projects in line with their organisation's mission, to guide their work in an effective way and which can be presented to founders, stakeholders and sponsors.

Objectives:

- Understand projects within a broader strategic framework
- Understand and be able to use tools and approaches for developing project concepts as appropriate for your organisation
- Prepare better proposal documents

7. Monitoring and Evaluation

Monitoring and Evaluation (M&E) is essential in providing greater accountability, together with our organisation's need to learn from and build on its experiences.

Aim of the Courses: The aim of the course is to introduce participants to planning, implementing and managing participatory monitoring and evaluation. Participants will examine the purpose of monitoring and evaluation; explore different approaches, methods and exposure to the various tools, which can be used in different situations. The method of working combines presentations, group work and practical exercises. Throughout the course there will be an emphasis on ways to promote participation in Monitoring and Evaluation.

Course overview

- The purpose of monitoring and evaluation
- Stakeholder perspective; M&E on projects and programmes; impact, and empowerment.
- Evaluation of training; the unanticipated change.
- Good practice in managing; monitoring and evaluation.
- M&E of civil society strengthening; ensuring institutional learning.

8. Networking and Relationship Building

Aim:

To examine the different ways of working together for development. Networking, building coalitions, social partnerships are processes which are evolving, and assuming a bigger role in social development.

Objectives:

- Review existing conceptual frameworks for relationships
- Assess different types and models of relationships
- Have an understanding of different models of strategic relationships within Europe
- Deal with conflict and improve communication within and across sectors

9. Project Management

Objectives:

The objectives of the course were to develop understanding and skills in Project Cycle Management concepts and practice and to increase awareness of and strengthen skills in applying participatory methods to project/programme management.

Course Overview

- The Project Cycle
- Stakeholders and Participation
- Identifying 'problems' and prioritising solutions
- Linking project aims, outcomes, and activities
- Monitoring and evaluating projects/ programmes
- Responding to change in the project context
- Participatory methods for project management

10. Raising Resources

Aim:

For participating CSOs to gain an understanding of social marketing skills as a tool for raising resources locally, for rooting their organisations within the societies in which they operate, and for the strengthening of civil society. The objectives of the training were for the

participating CSOs to develop a good understanding of social marketing, and to be able to develop a fundraising/resource mobilisation strategy.

Objectives:

- Establishing a level of understanding of resource mobilisation, engaging participants in the broad issues related to resource mobilization
- Developing draft resource mobilisation strategies

11. Strengthening Civil Society and Understanding Civil Society Organisations

Aim:

The aim of the course is to help participants develop greater conceptual clarity around the questions "what is civil society?", "what is the purpose of strengthening it?", "how do organisations of civil society develop?" and "what is their role in building a strong civic sector?". The intention is that individual organisations can increase their confidence and capacity to act within the civil society sector.

Objectives:

- Build an understanding of CSOs and organisational development
- Identify organisational strengths and weaknesses in relation to other actors in society
- Develop awareness of an organisations' existing and potential role in strengthening the civil society sector
- Increase understanding of how different sectors in society relate to each other and for what purpose

12. Training of Trainers

Aim:

To introduce participants to the principles of adult learning and experiential training, with an emphasis on practical hands-on trialling of participatory training methods. Participants who complete this course could apply for participating in the local pool of trainers of the programme and to deliver training courses.

Objectives:

- Understand the theory and models of learning and development
- Increase awareness of the practical steps of the training cycle
- Increase skills in applying appropriate learning techniques and participative tools
- Strengthen knowledge of the practical ways to evaluate and review learning
- Develop reflective practice skills