Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

BUSINESS

Training course on crowdfunding and online fundraising

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

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Training Centers: Nairobi • Mombasa • Kigali • Dubai • Live Virtual Academy

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Training course on crowdfunding and online fundraising

Business • 5 Days Intensive • Accredited Certification

Course Overview

Training Course on Crowdfunding and Online Fundraising is designed to equip participants with the essential skills and strategies needed to successfully navigate the dynamic world of digital fundraising.

Key Skills & Software Tools Covered

Fundraising • Digital Platforms • Financial Management • Stakeholder Engagement • Marketing

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
12 Jan 2026 – 16 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Training course on crowdfunding and online fundraising In Nairobi, Mombasa; Kenya

On one hand, crowdfunding is as old an idea as rattling a tin in the marketplace. Today, however, the word has assumed a new meaning. The term is now more usually associated with the activity of raising funds online. This course is for people with interesting business ideas and projects, but not enough initial funds for their realization. Innovators, creators and entrepreneurs who want to know more about sourcing money from the crowd to fund their business ideas, projects or ventures. The Academy is also an amazing source of insight for business angels, supporters and investors who want to know what it means to fund a project or venture and how they can benefit from it. Crowdfunding academy will increase your chances of raising funds by up to 65% by providing you with a strong strategy and guidelines on the type of content to create to attract the best investor for your business idea.

Duration

5 days

Objectives

By the end of this course, participants will be able to:

i. Identify crowdfunding basics

ii. Define pre-campaigning steps

iii. Run the campaign

iv. Conduct the post-campaign

v. Use crowdfunding tools and resources

vi. Successfully launch own crowdfunding campaign

Course content

Module 1: Crowdfunding basics

a. What is Crowdfunding?

b. History of Crowdfunding

c. Crowdfunding and Crowdsourcing

d. Crowdfunding Terminology: Basic Terms

e. Crowdfunding Triangle

f. Campaign Terms

g. Crowdfunding Framework: Crowdfunding process

h. KIA vs AON

i. Use of Crowdfunding: Examples

j. Taxes and Crowdfunding

k. Why hire a Crowdfunding consultant?

Module 2: Pre-Campaigning

a. Organize your Crowdfunding campaign

b. Identify> Prepare> build

c. Prepare! Start a pre-launch page

d. Prepare! Produce a campaign video

e. Prepare! Write campaign texts

f. Prepare! Write FAQs

g. Prepare! Plan fulfillment process

h. Prepare! Clarify legal issues

i. Build! Open account on platform & add profile and all steps that follow

j. Setting up payment profile

k. Campaign test and adjustment

l. Publishing the campaign

Module 3: Campaigning

a. Generate> Engage> Update

b. Generating activities

c. Engagement activities

d. Update activities

Module 4: Post-Campaigning

a. Finish your Crowdfunding campaign

b. Thank > Fulfil> Grow

c. Produce the product/ service

d. Reward supporters

e. Establish a Crowd-business

f. Turning Crowdfunding into eCommerce

Module 5: Tools for Crowdfunding

a. Resources on Crowdfunding

b. Guidebook by the European Union

c. EU-wide initiatives

d. Platforms

e. Regional Portals

f. Communication tools

g. Pre-Launch: Landing-Pages

Module 6: Exercises and resources

a. Case studies

b. Develop your own crowdfunding campaign under the mentorship of the consultant

Methodology

The instructor led trainings are delivered using a blended learning approach and comprises of presentations, guided sessions of practical exercise, web-based tutorials and group work. Our facilitators are seasoned industry experts with years of experience, working as professional and trainers in these fields.

Key Notes

i. The participant must be conversant with English.

ii. Upon completion of training the participant will be issued with an Authorized Training Certificate

iii. Course duration is flexible and the contents can be modified to fit any number of days.

iv. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

v. One-year post-training support Consultation and Coaching provided after the course.

vi. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/training-course-on-crowdfunding-and-online-fundraising to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.