Marketing for Non Profit and Membership Organisations

Sales and Marketing

Course Overview

Marketing for Non Profit and Membership Organisations: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Marketing for Non Profit and Membership Organisations
- Apply practical tools and techniques for Marketing for Non Profit and Membership Organisations in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing for Non Profit and Membership Organisations in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

IT professionals, analysts, digital transformation leads and managers seeking to apply modern technology in their organisations.

Course Outline

1. Setting the scene: Marketing for Non Profit and Membership Organisations in today's organisation
2. Key concepts and the language of Marketing for Non Profit and Membership Organisations
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Marketing for Non Profit and Membership Organisations with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Gaborone	**$1,550**
16 to 20 Nov 2026	Kigali	**$1,450**
30 Nov to 4 Dec 2026	Cape Town	**$1,650**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.