

# Course : Associations: diversify your funding

Strategies to ensure the financial sustainability of associations

**Practical course - 2d - 14h00 - Ref. FAA**

**Price : 1280 € E.T.**

In a context where public funding is tending to shrink and social demand remains strong, financing the deployment of activities is a strategic and priority issue for a very large number of associative structures.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify all possible sources of financing
- ✓ Prioritizing financing options
- ✓ Implement the deployment of each financing track
- ✓ Integrate key success factors and mistakes to avoid

## Intended audience

Directors, managers and development officers of associations (under the 1901 law, SCICs, SCOPs, etc.).

## Prerequisites

No special knowledge required.

## Practical details

### Exercise

Theoretical input and practical exercises.

## Course schedule

### PARTICIPANTS

Directors, managers and development officers of associations (under the 1901 law, SCICs, SCOPs, etc.).

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Financing from public grants

- Types of funders: State, local authorities, employment support structures, etc.
- Management of investment and operating grant applications.
- Management of responses to calls for thematic projects with eligibility criteria.
- Obtaining other assistance: communication, provision of premises, etc.
- European funds for economic and regional development...

### Exercise

Putting together and promoting a grant application (tips and tricks).

## 2 Financing from public orders

- The different types of public orders and their associated procedures (in terms of communication and amounts).
- Managing a response to a call for tenders for a public contract, alone or as part of a group.
- Canvassing principals for private contracts and drawing up proposals.
- Cases of positioning on public service delegations (DSP) and calls for expressions of interest (AMI).

### Exercise

Design a response strategy for a public procurement case.

## 3 Financing from private sources

- Tax rules associated with sponsorship (including request for rescript) and sponsorship.
- Projects to be financed, ways and means of mobilizing sponsors, foundations, endowment funds, etc.
- Visibility offers, modes and methods of mobilizing corporate sponsors.

### Exercise

Design a sponsorship offer, or a project sheet to be financed by sponsors.

## 4 Sales of products and services

- The associated tax rules.
- The differences between products and services.
- Defining the marketing mix of the offer in relation to the needs addressed.

### Exercise

Designing the business model for a product or service offering.

## Dates and locations

### REMOTE CLASS

2026: 12 Mar., 8 June, 5 Oct.

### PARIS LA DÉFENSE

2026: 5 Mar., 1 June, 28 Sep.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.