

FIRE UP YOUR RESEARCH

AFRICAN RESEARCH FUNDING ACCELERATOR



Join us on a transformative six-week journey, to elevate your research strategy & position you to raise programme-level funding.

The research sector in Africa is changing rapidly. With the funding landscape in flux, it is increasingly important to raise funds from diverse sources, across research and donor funding, towards long-term sustainability.

The African Research Funding Accelerator is designed to empower African researchers with the essential skills and knowledge needed to thrive in this competitive environment.

The programme is suitable for researchers at any career stage.

What we offer

- ✓ A clear pathway to setting research goals and fundraising targets for the next five years.
- ✓ Strategies for diversifying funding sources and supercharging your research career.
- ✓ Opportunities to enhance your fundraising skillset, setting you up to write winning proposals and raise problem-solving amounts of funding.
- ✓ Support to clearly align your story of impact with societal needs and priorities.
- ✓ Branding and communications support for your research group, to strengthen your online profile.

Who is this programme for?

EMERGING RESEARCHERS:

You are ready to apply for a large grant or fellowship that provides the freedom to focus on building your own research area and team.

MID-CAREER RESEARCHERS:

You are ready to solidify your research vision and strengthen a team of fellows and students that will drive impact in your research area. You may need support to position yourself and become more visible within the research ecosystem.

RESEARCH LEADERS:

You are leading a research group or initiative and require a cohesive brand that speaks directly to funders, partners and beneficiaries. You need to raise significant, long-term funding, and increase the fundraising capacity of your broader team.

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I managed to raise close to ZAR20 million in research funding within a year of taking the course, but the biggest win for me was how the course enabled me to realise how impactful and relevant our research is to the African context.

-Dr Rachael Dangarembizi
Researcher
Neuroscience Institute
University of Cape Town



Programme outcomes:

Clear purpose

Develop a clear, meaningful vision and mission, and a positive fundraising mindset.

Strategic foundation

Lay the foundation for a large funding application by building a robust research strategy, including a theory of change, an activities framework, and a 5-year budget.

Fundraising blueprint

Develop a nuanced fundraising plan, identify funders and donors aligned with your mission.

Investment narrative

Craft a compelling narrative that grabs the attention of priority funders. This will form the foundation of your digital profile and donor communications positioning you to be visible with funders.

Programme format:

Once enrolled in **the African Research Funding Accelerator**, you will have access to video lessons and materials via our online platform. Designed for flexible and self-paced learning, you can access the programme either as an individual researcher, or as a team collaborating on a central strategy.

Each week, you will complete an assignment supported by intensive online coaching sessions delivered by research development experts. In the final week, you will produce a strategy and investment brief, which are invaluable fundraising tools that will set you up for fundraising success.




Six Weeks to Transformation

The process will cover the following key areas:

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| 1 Week 1
Developing a fundraising mindset | 4 Week 4
Resourcing your work |
| 2 Week 2
Creating your Theory of Change | 5 Week 5
Mapping the funding landscape |
| 3 Week 3
Designing your programme | 6 Week 6
Communicating with funders |

Investing in your fundraising capacity is a game changer at any career stage. Join us on this 6-week transformative journey to supercharge your research.

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 increase-your-impact.thinkific.com

 www.flametreefundraising.com

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WHERE STRATEGY MEETS FUNDRAISING

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FUNDING ACCELERATOR

Transform Your Research Strategy into Visual Impact



Join our 8-week program to develop a powerful brand identity that captivates funders and amplifies your research impact.

Impactful science alone isn't enough to thrive in today's uncertain and competitive funding landscape. Securing funding demands a compelling strategic vision and a distinctive online professional presence that captures the attention of funders and key stakeholders.

After completing Phase 1, where you developed a clear research strategy and compelling investment case, you're now ready for the next step. In Phase 2, you will transform this foundation into a powerful visual identity that significantly enhances your research visibility and impact.

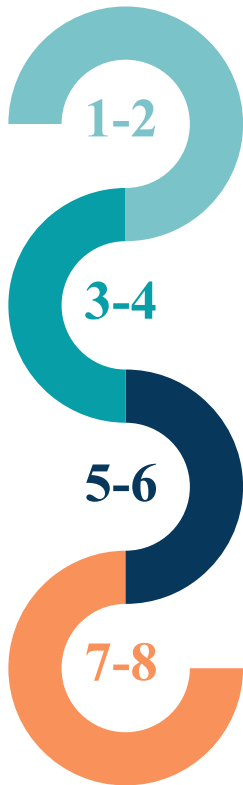
Phase 2 of the African Research Funding Accelerator equips you with the essential brand identity & digital footprint needed to stand out in this competitive environment.

What we offer

- ✓ Expert guidance in translating complex science into compelling visual narratives
- ✓ Custom brand development aligned with the unique vision of your work
- ✓ Strategic enhancement of presence across social media and other key digital platforms
- ✓ Hands-on guidance from experienced science communication experts
- ✓ Complete set of professional brand materials that ensure lasting visibility and strengthen funding opportunities

Eight Weeks to Visual Impact

The process will cover the following key areas:



Week 1-2:

Research Communications and Brand Messaging Foundations

Develop your core narrative and messaging framework

Week 3-4

Visual Brand Identity Development

Design key visual elements including logos, colour schemes, and branded templates

Week 5-6

Digital Content Creation

Develop website copy, professional profiles, and strategic messaging

Week 7-8

Digital Presence Implementation and Brand Launch

Deploy your new brand identity across key channels

Programme Format

Building on the strategic foundation from Phase 1, you'll receive:

- ✓ Comprehensive introductory research communications training module
- ✓ Ongoing mentorship from an experienced science communication specialist
- ✓ Regular sessions to refine and strengthen your brand elements
- ✓ Hands-on support for digital platform implementation
- ✓ Complete handover of all brand assets with practical training for maintenance



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