



## Principles of Successful Fundraising

10.00 – 16.00

### Tutor:

- Simon Pearson MInstF Director, Acquire Fundraising

### The aim of the day is to:

- provide an introduction to the key principles of successful fundraising
- help you develop your charity's 'case for support' for funding
- understand how to research and find potential funders
- provide an overview and practical advice on key income sources
- advice and practical guidance about developing grant applications and funding proposals
- crowdfunding – how this new form of fundraising could support your project
- building a 'culture' of fundraising throughout your organisation
- creating your fundraising plan
- helping your charity take the steps to achieving increased funding

**Cost:** £75 per person; includes hand-outs and refreshments.  
(Please bring your own lunch. Tea/coffee and biscuits will be provided.)

**Booking:** places will be limited to 12 delegates. Please book your place(s) online at [www.acquirefundraising.co.uk](http://www.acquirefundraising.co.uk) or by contacting Simon Pearson: [simon@acquirefundraising.co.uk](mailto:simon@acquirefundraising.co.uk) or calling 07900 905785.

**Cancellation policy:** Cancellations made 30 days or more prior to the event will receive a full refund. Cancellations made at least 7 days prior to the event will receive a 50% refund. Cancellations made less than 7 days prior to the event will not receive a refund.

## Course Programme

**10.00am – arrival** Tea/coffee. Welcome, introduction and aims of the day.

10.15 – Your charity: What are you looking to achieve from the course? What are your organisation's funding needs and priorities?

10.45 – Where do you start? Understanding key fundraising principles for building a successful fundraising programme.

11.00 - Making your 'case for support' for funding - practical workshop.

11.45 – What are the main sources of funding and charitable giving?

12.00 – 'Finding the Funds' practical advice and information about identifying and researching potential sources of funding for your charity.

### **12.30 Lunch break**

13.30 – Developing grant applications - advice and practical guidance about developing grant applications and funding proposals.

14.15 – 'Crowdfunding' - what is crowdfunding and how does it work? How to get the most from crowdfunding and what makes a successful campaign.

14.45 – Who will do the fundraising? Identifying the right people and skills needed. Building a 'culture' of fundraising throughout your organisation.

15.00 - Creating your organisation's fundraising plan - the essentials of an effective Fundraising Plan.

15.45 – Take Action! – committing to your top 3 fundraising 'Actions'.

### **16.00 finish**

**Please note:** all participants will receive a full workshop pack on the day with presentation notes.

Half-day courses also available.