



Successful Fundraising for Schools

Tutor:

- Simon Pearson MInstF Director, Acquire Fundraising

Audience:

- Primary, secondary and special school staff: Teachers, TAs, School Business Managers, Head Teachers, Governors, PTFA

The aim of the day is to:

- provide an introduction to the key principles of successful fundraising
- help to develop your school'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 school community
- creating your school's fundraising plan
- helping your school take the steps to achieving new sources of funding for your learning programmes, new projects and resources

Course duration: Half-day (3hrs)

Cost: £55 per person; includes hand-outs and refreshments
10% discount for 2 or more people from same organisation.
(Tea/coffee and biscuits will be provided)

Booking: Please book your place(s) online at www.acquirefundraising.co.uk or contact Simon Pearson: simon@acquirefundraising.co.uk or call 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

Arrival Tea/coffee. Welcome, introduction and aims of the day.

- Your school: What are you looking to achieve from the course? What are your school's funding needs and priorities?
- Why fundraising matters to schools. What is the current context for schools fundraising, and what might the future look like? What difference can new income streams make?
- What does fundraising good practice look like? Q&As
- Where do you start? What are the key fundraising principles? What are the different forms of giving?
- Making your 'case for support' for funding - practical workshop
- 'Finding the Funds' practical advice and information about identifying and researching potential sources of funding for your school

Refreshment break

- Developing grant applications - advice and practical guidance about developing grant applications and funding proposals
- 'Crowdfunding' - what is crowdfunding and how does it work? How to get the most from crowdfunding and what makes a successful campaign
- Building a 'culture' of fundraising throughout your school community
- Creating your school's fundraising plan - the essentials of an effective Fundraising Plan
- Take Action! – committing to your top 3 fundraising 'Actions'

Course ends

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