

Developing A Fundraising Plan

Introduction

This course helps to establish the link between the aims and objectives for an organisation/project idea and the fundraising plan and strategy to deliver them. By looking at practical examples and case studies, the course aims to help improve your fundraising success by showing you how to organise your funding search into a more coherent plan.

What will you learn?

By the end of the course you should be able to:

- Understand what is meant by a funding strategy and the key concepts involved in developing a funding strategy
- Understand the elements present in a good funding application
- Relate the knowledge of funding strategies to your voluntary/ community organisation
- Apply your knowledge to the preparation of funding applications
- Demonstrate knowledge of the key elements of a funding strategy

Who is this course aimed at?

The Voluntary and Community Sector is a complex and ever changing world, with increasing challenges placed on trustees, staff and volunteers to run their organisations well. The skills and knowledge needed to run even small organisations has grown enormously. Organisations need to demonstrate the capability and capacity to operate as efficiently and effectively as possible. Fircroft College has many years of experience in working with the Voluntary and Community Sector. This is one of many courses we run aimed at helping you to survive and thrive in this increasingly competitive and challenging environment.

The course is aimed at anyone who has some current responsibility within their organisation for some aspect of fundraising and the planning of how funds in the future will be generated. This can be as a volunteer or as a paid member of staff.

What are the entry requirements? (If applicable)

There are no formal entry requirements for this course but you should have some experience of working in a voluntary/community based organisation and an idea of a project for which you are seeking to raise funds.

How is it taught?

It is taught via a mixture of; group discussion, where people's experience of fundraising is shared and evaluated, reviewing funding strategy case studies where examples of good practice are identified, the evaluation of successful and unsuccessful funding bids to ascertain any common features likely to help in your own fundraising and via analysis of funders' criteria for making funding bids.

How will you be assessed?

Assessment is on-going throughout the course, principally through the completion of worksheets and task based work specific to different learning outcomes, along with the preparation of a draft fundraising strategy for your individual organisation/project.

What will you achieve?

You will gain a better understanding of the fundraising process and what is involved in putting together a fundraising strategy over the long term, along with the opportunity to evaluate funding bids and in order to be better prepared to write better bids, which in turn may lead to more success in your fundraising efforts.

What can you do after this?

Courses that may link well with this one include; Understanding Budgets and Finance for Voluntary Organisations, Project Management or Leadership and Management within the Voluntary Sector; if appropriate to the work that you do.

Who are the tutors?

The course is run by Anita Guy, Simon Nicholls or Iain Sharp.

When does it run?

This is a three day course which includes two nights residency at the College. Courses start at 5.30pm on the first day and finish between 3pm and 4pm on the third day. Please check our website or short course guide for course dates. Alternatively you can contact our Short Course office.

Is there a cost?

This course is free if you are claiming certain types of benefits. Otherwise it is £70 for individual learners or learners from voluntary organisations (£195 for statutory/private sector organisations). If you have already received a mandatory grant while studying at a UK institution for higher education there is a £10 surcharge – this is to partly recoup the resultant loss in funding for the College.

All accommodation, food, teaching & course materials costs are included.

How can you apply?

For more information please contact the short course office on 0121 472 0116 or email shortcourses@fircroft.ac.uk. You can apply online at www.fircroft.ac.uk, by post or in person.

