

Successful Fundraising And Bid Writing

Introduction

This course gives you a basic introduction to fundraising techniques, concentrating on identifying the different sources of funds and how best to go about accessing them. It also reviews the current funding options available to small voluntary organisations and the process of bid development and writing a good funding application/proposal.

What will you learn?

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

- Understand what is meant by a funding strategy
- Know the key elements of a funding strategy
- Know the elements present in a good funding application
- Know how to apply funding strategies

Who is this course aimed at?

This course is for anyone who has some responsibility for generating funds for a voluntary or community organisation, but who doesn't have much experience or knowledge in this area. It is aimed at people who are new to fundraising or have not undertaken much formal training in fundraising or bid writing before.

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.

What are the entry requirements? (If applicable)

There are no formal entry requirements for this course; however people should have some current responsibility within their organisation for some aspect of fundraising. This can be as a volunteer or as a paid member of staff.

How is it taught?

It is taught through a variety of methods including tutor input, group discussions and activities which focus on; understanding the process of bid development, how to identify where appropriate funds might be found and basic bid writing techniques.

How will you be assessed?

Assessment will be undertaken through the completion of some worksheets, a short learning diary which will show your understanding of the topics covered and preparation of a short draft funding bid.

What will you achieve?

You will achieve 3 OCN credits at Level 1 for this course.

What can you do after this?

Courses that may link well with this one include; Funding Plans, Understanding Budgets and Finance and Project Management if applicable to the work that you do.

Who are the tutors?

The course is run by Anita Guy.

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.

