



INTRODUCTION

INTRODUCTION TO FUNDRAISING; REGULATION, FINANCE AND ETHICAL ISSUES

- Introduction to the apprenticeship and learning styles
- Introduction to fundraising and fundraising techniques
- Regulation and finance for fundraisers
- Ethical issues for fundraisers

MODULE ONE

FUNDRAISING AUDIT: EXTERNAL AND INTERNAL ENVIRONMENT

- Strategic analysis and planning tools and their use in different contexts
- Conducting a fundraising audit of your own organisation
- Working with others to deepen knowledge and understanding

MODULE TWO

MANAGING SUPPORTER DATA: STORING, INSIGHT AND COMPLIANCE

- Data management and compliance
- The role of qualitative and quantitative data
- Data analysis and insight
- Data interpretation - How to understand, interpret and derive conclusions

MODULE THREE

UNDERSTANDING DONOR MOTIVATIONS AND BEHAVIOUR

- Applying learning from external research about donor motivations to your organisation's supporter experience
- Techniques to gain supporter insight from your charity's audiences

MODULE FOUR

KEY COMPONENTS OF A FUNDRAISING PLAN

- The benefits of strategic planning
- The steps in developing a fundraising plan including the 8 Ps
- The supporter lifecycle
- Implementing a test, refine, roll-out approach
- What to measure

MODULE FIVE

DEVELOPING A CASE FOR SUPPORT AND PITCHING

- Cognitive map, Soft Systems Methodology (SSM), Critical Systems Heuristics (CSH), System Dynamics (SD), and the Viable Systems Model (VSM)
- Selecting and applying tools
- Presenting utility to stakeholders

MODULE SIX

CREATING WINNING COMMUNICATIONS

- Methods of communication for internal & external stakeholders
- Communicating mission, goals and activities to influence others
- Approaching and engaging new and existing supporters
- Adapting style and technique to meet the needs of your audience
- Designing fundraising and marketing materials

MODULE SEVEN

INFLUENCING STAKEHOLDERS AND CREATING A CULTURE OF FUNDRAISING

- Initiatives and strategies to tackle key issues and create change
- Managing difficult conversations internally and externally
- Working with and influencing senior managers and Trustees
- Briefing colleagues and volunteers ahead of events and meetings
- Fundraiser wellbeing and how to support a culture of fundraising

MODULE EIGHT

SUPPORTER CARE AND STEWARDSHIP

- Supporter care and a supporter focused culture
- The impact of supporter care on the supporter experience and stewardship
- The fundraising promise

MODULE NINE

BUDGETS, MONITORING, EVALUATING & REPORTING

- Monitoring, evaluating and reporting on fundraising
- Using data management and analysis to support and/or review activity
- Identifying key measures
- Elementary financial principles
- Controlling, monitoring and analysing financial fundraising transactions

MODULE TEN

DEVELOPING AN INTEGRATED FUNDRAISING CAMPAIGN

- Simulated learning exercise involving writing a creative brief and planning a fundraising campaign to acquire, retain and develop supporters to that brief



GATEWAY READINESS AND END POINT ASSESSMENT

PREPARING TO FINISH

- Preparation for End Point Assessment
- Evidence Portfolio quality review

END POINT ASSESSMENT

- Case for support pitch and presentation with questions and answers
- Professional discussion underpinned by a portfolio of evidence

LIVE TUTOR LED SEMINARS 2 HALF DAYS EACH MONTH PLUS 1-2-1 COACHING SESSIONS

SUPPORT FROM NEURODIVERSITY SPECIALIST



PART-TIME OPTION AVAILABLE FOR THOSE WORKING 20 TO 30 HOURS/WEEK (30 MONTH PROGRAMME)