



## INTRODUCTION TO FUNDRAISING

- What is fundraising?
- Future of fundraising
- Income spectrum and fundraising techniques

## 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

## 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

## 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

## 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

## CASE FOR SUPPORT CHALLENGE

- Advanced presentation skills
- Professional dialogue skills

## 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

## PREPARATION FOR END POINT ASSESSMENT

- Assessment preparation round table briefing
- Simulated exercise - monthly group work
- Portfolio development check ins
- Gateway administration support

## 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

## BUILD A CASE FOR SUPPORT

- Tailoring a case for support to different audiences
- Creating a case for support toolkit
- Using statistics and storytelling techniques for impact
- Understanding full cost recovery



## GATEWAY READINESS AND END POINT ASSESSMENT

## END POINT ASSESSMENT

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

## VIRTUAL SELF SERVICE LEARNING MODULES

- Influencing Stakeholders and Developing a Culture of Fundraising
- Supporter Care and Stewardship

