



Board & Executive Training

Topic: Charity Fundraising

London | Thursday 17th May and 18th Oct and | 10.00am - 4.30pm

This training will help delegates understand fundraising and which methods are most applicable to their organisation. You will be able to evaluate and assess current strategies in line with legislation and organisational objectives.

09:45	Registration and Morning Refreshments
10:00	Introduction and Housekeeping
10:10	Morning Session <ul style="list-style-type: none"> • Understand the key principles of fundraising and opportunity matching • Recognise fundraising in the real world using case studies and examples • Utilise vital methods and tools for raising money • Find out how to identify your key donor types and gear your fundraising strategy towards them
11:30	Break
11:40	<ul style="list-style-type: none"> • Develop new ideas and fresh motivation for raising funds for your organisation • Ensure your fundraising is legal and ethical • Compare different sources of funding for your organisation
12:40	Networking & Lunch
13:15	Afternoon Session <ul style="list-style-type: none"> • Create appropriate supporter communications – design and develop good relationships • Understand your donors and funders and how to meet their needs • Understand the fundraising planning process and your role within it as a board member • Analyse the impact of the wider environment on your fundraising practice
14:15	Break
14:30	Panel discussion with experts covering topics including: <ul style="list-style-type: none"> • The 'three R' principles of fundraising • How to draw up an effective fundraising plan and measuring success • Knowing what funders are looking for
16:15	Evaluation & End of Training
16:30	ENDS

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