

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>“ The guest speaker sessions were excellent – they gave a real insight into the Funder’s perspective. ”</p> <p>Lee Newman, Corporate Development Officer, Tate Liverpool</p> <p>1.30 Start</p>	<p>Case Study Review</p> <ul style="list-style-type: none"> key sources: trends and typology making the ask maintaining relationships 	<p>Relationship Fundraising 1</p> <ul style="list-style-type: none"> individual giving engaging donors donor triangle & donor wedge 	<p>Effective Business Sponsorship 1</p> <ul style="list-style-type: none"> the sponsorship spectrum characteristics of sponsorship key trends 	<p>Video Case Study</p> <ul style="list-style-type: none"> video presentation exercise delegates video-ed action /learning 	<p>Making Legacies Count</p> <ul style="list-style-type: none"> legacy motivators key tactics marketing legacies to audiences
	<p>Research</p> <ul style="list-style-type: none"> published sources web research using the NAFS library 	<p>Relationship Fundraising 2</p> <ul style="list-style-type: none"> building relationships clustering donors super clubbing 	<p>Effective Business Sponsorship 2</p> <ul style="list-style-type: none"> hygiene factors and motivators access points pricing sponsorship 	<p>Feedback and Review</p> <ul style="list-style-type: none"> team feedback and coaching research opportunities personal review 	<p>Strategy Review and Action Planning</p> <ul style="list-style-type: none"> review personal skills outline organisational plan identify goals
<p>Welcome</p> <ul style="list-style-type: none"> introductions key fundraising principles defining your organisational brand 	<p>Trusts & Foundations 1</p> <ul style="list-style-type: none"> understanding foundations? barriers to success writing winning proposals 	<p>Major Donors</p> <ul style="list-style-type: none"> what is a major donor? major donor engagement managing major donors 	<p>Effective Communication Skills 1</p> <ul style="list-style-type: none"> pitching for money building sponsor confidence key skills 	<p>Using New Media in Fundraising (guest speaker)</p> <ul style="list-style-type: none"> types of new media integrating new media in your work free time 	<p>12.30 Close</p>
<p>Strategy 1</p> <ul style="list-style-type: none"> stage =mc strategy model creating case statements analysing your situation <p>Strategy 2</p> <ul style="list-style-type: none"> fundraising cycles defining competitors defining structure 	<p>Trusts & Foundations 2</p> <ul style="list-style-type: none"> understanding foundations problem statements practice <p>Foundation Case Study (guest speaker)</p>	<p>Sponsorship Case Study</p> <ul style="list-style-type: none"> delegates work on case study 	<p>Effective Communication Skills 2</p> <ul style="list-style-type: none"> building donor rapport reinforcing key messages building credibility <p>Sponsorship Case Study</p> <ul style="list-style-type: none"> delegates work on case study 	<p>Small Organisation Case Study</p> <ul style="list-style-type: none"> working with a small team maximising leverage working with your board <p>Or</p> <p>Running a Capital Campaign</p> <ul style="list-style-type: none"> feasibility studies campaign stages linking campaign and other work 	<p>“ I will always remember the experience of being filmed doing a ‘pitch’. It meant, for the first time ever, that I saw how I might appear to a potential donor or sponsor. It was possibly more of an eye-opener than I was expecting! Since then I think very carefully about just how I want to come across when asking for money. ”</p> <p>Colin McKenzie, Chief Executive, The Charleston Trust</p>
<p>Informal social event</p>					

“ The Relationship Fundraising session really opened my eyes to individual giving, and made me realise that this source has massive potential for Russel-Cotes. Since attending the School I’ve been working it into our strategic plan, and now I’m incredibly optimistic about the future of our fundraising! ”

Kerry Curtis, Marketing and Audience Development Manager, Russel-Cotes Art Gallery and Museum



“ I found the sessions on commercial sponsorship particularly valuable. As well as ticking off some of the things I have been doing right, I came away with new skills, which I have effectively put into practice – raising £15,000 from memberships and sponsorships and a further £8,500 from in-kind contributions! ”

Jess O-Neill, Partnerships Development Officer: Sponsorship, Sheffield Theatres



The Spider’s Web, Sian Evans & Jacqui Ho from BA (Hons) Choreography, Falmouth University, Kate Mount