

Going Beyond Grants: Major Donors, Legacies, Corporate Support & Sponsorship, Trading & Events

This 4 week e-learning course will help organisations whose funding is mainly grant-based to widen their income streams. Successful case studies show you how to approach major donors, introduce merchandising and trading, legacies, events, corporate support and sponsorship. The course invites you to work on your own projects, plans and literature.

Delivered in an online classroom led by a fundraising expert, you will learn:

- How to run a Major Donor campaign
- How to approach companies
- How to plan profitable events
- How to select successful merchandise and trading options
- How to prepare legacy fundraising literature

Enrol online today to start increasing your fundraising income.



The course helped us to raise £50,000 in the last 6 months. Charity Development Manager, Helping Hands

Who is it for:

Charity fundraisers, project staff, committee members and volunteers who wish to diversify their fundraising efforts. Suitable for those with no or limited experience.

What you will gain:

- A Level 3 NCFE Award
- Identify the characteristics of corporate fundraising
- Identify your key selling points and package your group's work
- How to run a Major Donor campaign, including prospect identification, engagement, and "the ask"
- Make an approach for corporate support
- Maximise the role of Celebrities, marketing and promotion
- How to plan a profitable event
- Critique examples of successful merchandising
- Examples of 'Will to Give' Literature
- How to introduce positive legacy promotion
- Support and advice from a team of fundraising experts

Accredited by

ncfe Investing
in Quality

Institute of
Fundraising
CORPORATE MEMBER



**FUNDRAISING
SKILLS**

Going Beyond Grants: Major Donors, Legacies, Corporate Support & Sponsorship, Trading & Events

A 4 week e-learning course, 3 – 4 hours study a week

Course Programme:

Week 1 Diversifying Your Funding Base

Why diversify? Options for diversifying income streams, fundraising healthcheck exercise

Week 2 Fundraising from Individuals: Major Donors & Legacies

How to run a Major donor campaign, positive legacy promotion, examples of will to give literature

Week 3 How to Attract Corporate Support & Sponsorship

Increasing corporate involvement, packaging & 'selling' your group's work, 'making the ask' exercise

Week 4 Raising Income from Merchandise, Trading & Events

Cost benefits analysis of trading, how and where to sell, event fundraising checklist, examples of successful merchandising

ASSIGNMENT OPTIONS

The course helped me demonstrate to my manager that I'm raising more money from more sources.

Fundraising & Marketing Manager, Menphys



For sample materials, course dates and costs, please visit our website www.fundraisingskills.co.uk

“The Course was highly motivating and rewarding with great support, feedback and encouragement. I've gone from novice to expert”

Phil Lloyd, Unite (Carers)



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SKILLS**

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