

Bite size e-learning courses

Creative Bid Writing, Trusts & Foundations, Funding Strategy

Why enrol on a bite size fundraising course?

If you're pushed for time and need to kick start your fundraising plans, bite size accredited e-learning courses could be the answer. With 10 hours study spread over 3 weeks, each bite size course covers one fundraising technique. You can choose from bid writing, developing a funding strategy, or approaching grant giving trusts and foundations. If you need to brush up your fundraising skills with minimum time commitment, flexible study and value for money, enrol online today.

Bite size course or certificate?

Bite size courses are there to extend your options should you not wish to commit to the full Certificate. The Certificate in Fundraising Skills (6 week course) includes all of the content from our bite size courses in one course.

Choice of bite size Fundraising courses

(3 weeks e-learning study, 2-3 hrs a week)

Turn overleaf to see our range of courses...

“This is my second course with Fundraising Skills, both courses have increased my fundraising knowledge and helped me demonstrate to my manager that I'm raising more money!”

Fundraising & Marketing Manager
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For course dates, fees and enrolment please visit:
www.fundraisingskills.co.uk

Accreditation Each bite size Course leads to a NCFE Level 3 Award. If you choose to complete all three bite size options, you will automatically receive the Certificate in Fundraising Skills.

Tutor Expertise Courses include a written assignment, you'll complete this online and receive detailed feedback from our team of fundraising experts and tutor to strengthen your approach.

'Creative Bid Writing'

Course Programme	
Week 1	Bid Writing Practice, Common Pitfalls
Week 2	How to Persuade & Engage Any Funder, Examples of Creative Bid Writing
Week 3	ASSIGNMENT: Write a 'case for support' or a small grant application for a project of your choice

One of the main activities you will carry out as a fundraiser is preparing grant applications. This course covers the rules for successful grant writing and how to write creatively. Exercises are designed to improve your written work across all fundraising areas. Lots of examples are used to help you develop your own bid writing style, explore the use of fundraising language and apply good practice. You will be able to:

- Adapt your writing style according to requirements of donors, trusts, foundations & business
- Convey the right balance of emotion and reason within a draft application
- Describe your project using active language and good visual presentation

'Trust & Foundation Funding'

Course Programme	
Week 1	Researching Trusts & Foundations, Profile of Top Ten Grant Giving Trusts (UK)
Week 2	Writing Trust Appeals, Critique of 5 Model Trust Appeals
Week 3	ASSIGNMENT: Create a 2 page Trust appeal letter for a project of choice

The course looks in depth at the different approaches and styles you should use when applying for Trust funding. You will learn how to present your case within the often restricted space stipulated by many grantmaking Trusts and use examples of good practice to inform your own writing style. You will find out about the key sources of information available on Trusts and Foundations and be able to:

- Produce a convincing case for funding
- Write effective Trust proposals
- Know where to research and find trusts
- Critique sample Trust appeals from a similar organisation

'Funding Strategy'

Course Programme	
Week 1	Benefits of a Funding Strategy, Key Components of a Funding Strategy
Week 2	Examples of Funding Strategies, Critique of a 2 year Funding Strategy
Week 3	ASSIGNMENT: Produce an Effective Funding Strategy, rationale and prioritised list of projects

Building an effective funding strategy is a challenge most people associate with larger charities. However, even the smallest group can benefit from signing up to a strategy, showing members and funders what they are about. This course will help you develop a balanced funding mix, identify new sources, plan fundraising efforts and you'll develop a detailed funding strategy for your group. You will be able to:

- Produce a 2 year funding strategy, with income targets
- Review your organisations fundraising model
- Plan the introduction of new funding sources
- Appraise 4 sample funding strategies

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ncfe Investing
in Quality

Institute of
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**FUNDRAISING
SKILLS**