



## Developing a Fundraising Strategy

### Is this the right course for you?

All organisations need a fundraising strategy to identify and prioritise their projects and the resources required to achieve their goals.

This course is suitable for managers and trustees of voluntary and community organisations with responsibility for income and fund generation. It will help you to develop your strategy from scratch or to update and improve your existing strategy.

### What will the course cover?

This one day course includes:

- Checking your Mission Statement
- How to make SWOT work for your organisation.
- Setting meaningful targets
- Your fundraising structure
- Building long-term relationships
- Writing the strategy – drafting a skeleton plan for your organisation
- Action planning

### Key learning outcomes:

Participants completing this course will be able to:

- Set fundraising goals – creating a case for support
- Understand what resources are required to achieve these goals
- Learn ways of achieving success with limited resources
- Understand how to identify fundraising streams
- Create a proposition and ask for money
- Improve writing the strategy and developing action plans
- Monitor progress and adapt the strategy as required

### Course Details:

#### The trainer is: Helen Marini

Helen is a qualified trainer and facilitator and a Senior Partner at Westminster Compliance. With extensive hands-on experience of public sector contracting she has spent over 20 years helping organisations to write bids and complete funding applications.

**Date(s):** 14/09/2017

**Time:** 10.00 – 16.00

#### Venue:

Nigel Copping Community Building  
Sanville Gardens  
Stanstead Abbots  
SG12 8GA

#### Cost:

£35 VCS – CVS members  
£45 VCS - non members  
£90 private/statutory

#### How to book:

Please email [Abbie](mailto:Abbie) with your booking or call 0300 123 1034

Booking form is available on the HCF Training Courses Directory

[www.hcftraining.org.uk](http://www.hcftraining.org.uk)