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→ fundraising training ltd behind the scenes experience what it is like to be a grantmaker

date: 29 November 2011 tutor: Bridget Franklin cost: 200 +VAT

venue: St Bride Foundation, 14 Bride Lane, City of London EC4Y 8EQ [MAP](#)

This course is suitable for...

...people new to fundraising and for those with some experience but have occasional access to training. This experience will give you a unique insight into the minds of the funders, and WILL transform your approach to fundraising. Learning outcomes

Fundraising Training Ltd was set up by Bill Bruty in 2002 to provide high quality training for high value fundraising.

As a result of attending this course, you will be able to:

- Understand how to judge a charity from an unsolicited application
- Decide which information is essential and understand how snap judgements are made
- Realise how assumptions can hinder you
- Understand how budgets and accounts are interpreted
- Realise how an application can conceal as much as it reveals
- Produce applications that sell themselves more effectively
- Realise how a good project can still get rejected.

behind the scenes

experience what it is like to be a grantmaker

The tutor

Bridget Franklin started her charity career in 1993. She became a successful trust fundraiser and then had the opportunity to move into grantmaking as Charity Director for the share donation charity, ShareGift, managing several million pounds of donations to more than a thousand different charities while she had this role. Recently she has been working as a consultant for the philanthropy advice organisation Prospero World, researching charities and helping clients including charitable trusts and individual major donors with their funding decisions. She has a special interest in improving the quality of communications between fundraisers and funders.

This course will aim to give you a practical insight into the world of the funder. Under the guidance of an experienced grantmaker, you'll go through the process of sifting through the postbag of a general charitable trust, make recommendations for its trustees and then help to make the final decisions with other 'trustees'. By the end of the day, some grants will be made.

As a result of attending this course, you'll have a unique view into the kind of procedures and thought processes that take place on the other side. You'll be able to look at your own funding proposals in a completely new way.

THE VENUE Fundraising Training Ltd prides itself on using some of London's most intriguing and historic venues. St Bride Foundation provides the perfect setting for participants to learn and develop in a unique, creative environment.

Course programme

- 9.45 Welcome and Introduction to the event, agreeing course aims
- 10.00 Managing the postbag
In groups, deciding which applications will go forward to the trustees' meeting
- 11.00 Coffee/Tea
- 11.15 Analysing the Postbag Experience
Sharing your experience and decisions with the other groups on the course
Guidance on preparing a report for the trustees
What information helps trustees make their decisions?
Bridget will explain what a grant adviser might be looking for in an application
- 12.30 Lunch
- 13.30 Preparing the Reports
In groups, you will now work to produce a report and recommendation for the trustees using the applications you selected from the postbag
The Trustee Meeting
The selected proposals are presented to the 'trustees'
The 'trustees' make their decisions
- 15.15 Tea
- 15.30 Reviewing the trustee decisions
Applying the learning in your own organisation
- 16.30 Close and Depart