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→ fundraising training ltd

networking and negotiating skills

date: 18 April 2012 tutor: Bill Bruty cost: 200 +VAT

venue: St Bride Foundation, Bride Lane, Fleet Street, London EC4Y 8E [MAP](#)

The most important ingredient in high value fundraising is to ensure that you have a good rapport with your potential donor, **before** you ask for money.

Achieving this is down to networking and negotiating.

You will come away from this course with an understanding of the 'golden' principles of building relationships. We'll equip you with techniques for all the stages of negotiating: from making first contact, using the telephone, face-to-face meetings and long term donor management. This course is relevant for fundraising from companies, trusts, wealthy individuals and government funders.

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

networking and negotiating skills

This course is suitable for...

...people who have to represent and negotiate on behalf of their organisation in order to secure funding. This course will be of value to people who are facing this challenge for the first time. It will also raise the capacity of experienced negotiators, as we will underpin intuitive skills with tried and tested tools and theories.

Learning outcomes

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

- plan how to develop a long term relationship with a donor.
- Understand the process of a successful negotiation.
- Use at least two techniques in order to make first contact with a donor: by phone, email and face to face.
- Collaborate with colleagues in order to inform and influence donors.

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.

The tutor

Bill Bruty has been in fundraising for over 26 years. He has been a Fundraising and Marketing Director in two national charities (BTCV, Children's Aid Direct and Farm Africa) and has successfully raised money from every type of donor. He is recognised as one of the UK's leading fundraising trainers.



Course programme

- 09.45 Registration and coffee
- 10.00 The four stages in building relationships
- 11.00 Coffee
- 11.15 Making first contact using the telephone and networking
- 12.30 Lunch
- 13.30 Face to face negotiating and working as a team
- 15.00 Tea
- 15.15 Planning your relationships - a checklist for action
- 16.15 Course Review and Evaluation
- 16.30 Depart