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→ fundraising training ltd

the art of persuasive writing

date: 14 March 2012 tutor: Bill Bruty cost: 200 +VAT

venue: St Bride Foundation, Bride Lane, Fleet Street, London EC4Y 8E MAP

If you are feeling jaded and frustrated with the world of bid writing.

If you are looking for inspiration to give you the edge over the competition, this course will provide the answer.

Bill Bruty will share the most enlightening techniques he has seen and used over a twenty six year career in fundraising. Some of the ideas in this course will challenge and shock you, but at least one of them will reinvigorate your fundraising appeals and bring back the pleasure in persuasive writing.

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

the art of persuasive writing

This course is suitable for…

…people who have already gained some experienced in submitting funding proposals, but yearn for inspiration from fresh thinking and creativity. This course goes beyond the basics. It will challenge your conventions and equip you to use advanced techniques in order to stand out from the crowd.

Learning outcomes

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

- assess the quality of your own proposals against tried and tested criteria.
- understand when it is appropriate to break with convention.
- structure an informal appeal in a logical and persuasive manner.
- identify your most powerful statement and use at least one technique to make this memorable.

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

10.00 The Pulitzer checklist
A four point dissection of the heart of good writing.

11.15 The structure of an application
A logical process for presenting your argument – turning a blank page into a masterpiece. How to balance emotional and factual arguments within proposals.

12.30 Lunch

13.30 Challenging convention
Successful case studies that break the rules – understanding why.

15.15 Tea

15.30 Standing out from the crowd
Identifying your most powerful point and making sure that it is memorable.

16.30 Close and Depart