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→ fundraising training ltd

behind the scenes

experience what it is like to be a corporate CSR manager

date: 28 March 2012 tutor: Sonia Chhatwal cost: 200 +VAT

venue: St Bride Foundation, 14 Bride Lane, City of London EC4Y 8EQ **MAP**

This course is suitable for...

...fundraisers new to working with companies. Sonia Chhatwal has over 17 years experience of working with the corporate sector and through practical exercises will guide you through the role of a Charity Manager in a company.

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

Learning outcomes

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

- Understand why companies want to work in partnership with charities
- Realise what happens to your application when it is received
- Tailor your approach for the best chance of success
- Identify potential pitfalls in the pitching process

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The tutor

Sonia Chhatwal has a background in commercial marketing and began working with charities in 1996. She has successfully managed numerous fundraising teams as well as securing win-win partnerships between companies and charities of all sizes. Most recently Sonia was Charities Manager at GAME Group, where she established the company's Charity Partnership programme, devised CRM promotions, and managed staff volunteering. Sonia has a special interest in promoting the benefits of companies and charities working together.



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
- 10.15 Deciding The Potential Causes
An exercise in becoming a charity committee, selecting the most appropriate causes for the company.
- 11.15 Coffee
- 11.30 Deciding the Selection Criteria
An exchange between the CSR Manager and the Charity Committee over the requirements of an ideal charity partner. A selection framework is born.
- 12.30 Lunch
- 13.30 Researching potential charity partners
Sifting through the submissions from specific charities working within the causes selected. These will be drawn from 'cold' applications, internal recommendations and as a result of research commissioned by the company. The outcome will be a score for each applicant against the selection criteria and a final shortlist of three charities to be invited to make a 'pitch' to the company.
- 15.00 Tea
- 15.15 The Pitch
Deciding and preparing what you would do.
- 16.15 Course Review and Evaluation
- 16.30 Depart