



fundraising training ltd
PO Box 240, Wallingford OX10 9XZ
info@fundraisingtraining.co.uk
T +44(0) 1491 202070
www.fundraisingtraining.co.uk

the skilled grantseeker programme

a comprehensive overview of trust fundraising

2018

venue: CCT Venues Barbican, 35-137 Aldersgate Street, London EC1A 4JA [MAP](#)
T: 020 7776 4798

The aim of this programme is to equip fundraisers with the essential skills required to be successful in raising funds from charitable trusts. The programme will cover every aspect of trust fundraising, from researching trusts to building relationships.

This programme will go beyond the level of the one-day introductory events offered elsewhere.

For experienced fundraisers we offer a fresh and innovative approach and for new fundraisers we provide a comprehensive toolkit for a successful career in grantseeking.

FOUR PROGRAMME ELEMENTS

- 1. Understanding Charitable Trusts and Mastering the Research Tools**
- 2. Project Planning and Proposal Writing**
- 3. Networking and Negotiating Skills**
- 4. Target Setting and Tracking**

Each element will be run in central London, from September to December 2018.

The cost for each element is £210 (inc VAT).

BOOK ALL FOUR NOW

DISCOUNT

You could attend two or more events, but there is a discount for taking all four courses – the total price will be £700, rather than the full cost of £840.

NOTE: This discount is available to the organisation not the individual, so up to four individuals could attend different training days.



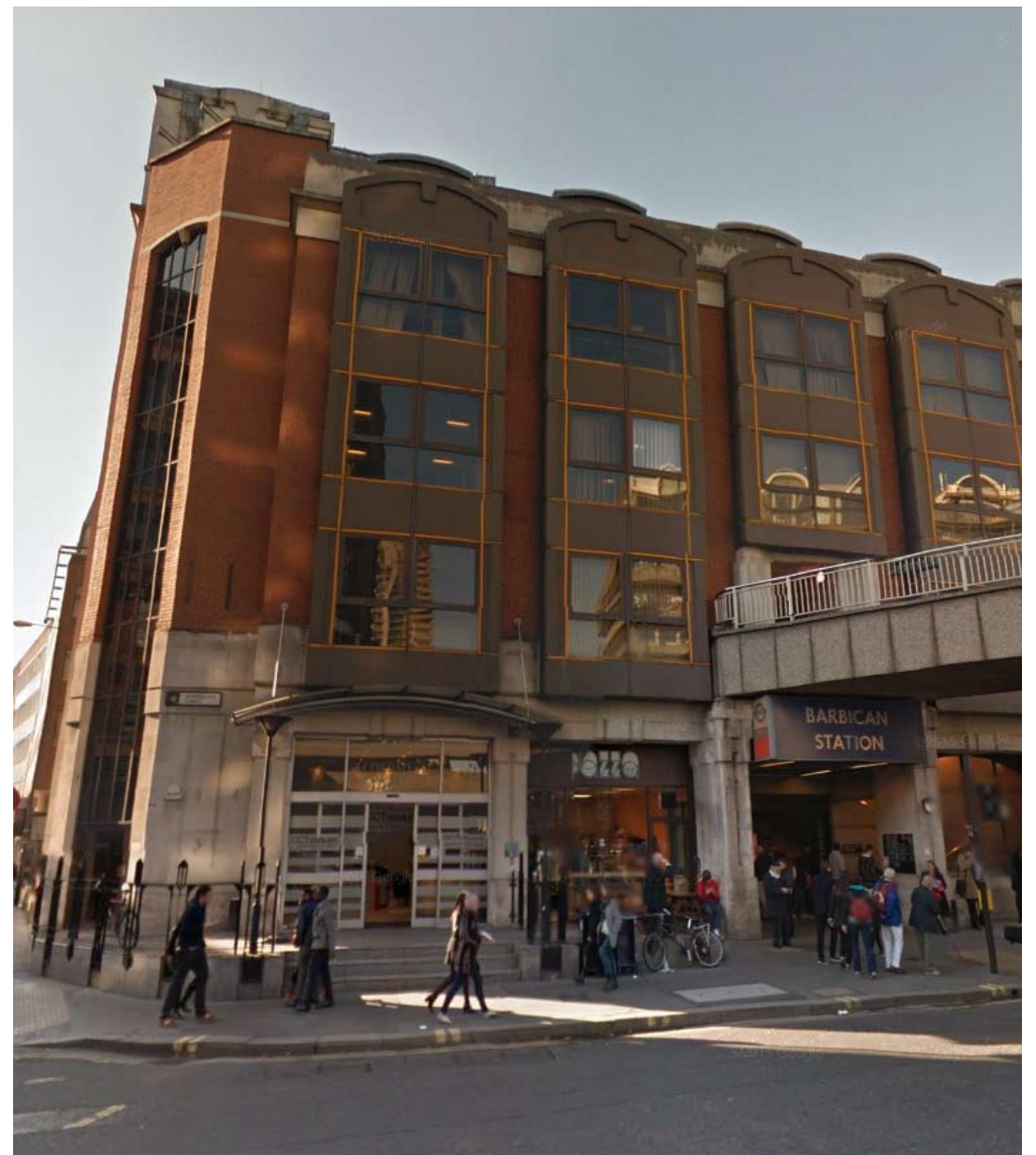
trainer Bill Bruty

Over a career spanning 20 years as a specialist fundraising trainer, Bill has developed his own remarkable style which is underpinned by imparting skills based upon proven concepts and tools. His experiences and are drawn from over 25 years of trust fundraising which started with a cold call to a trustee in 1988 to a proposal to the Accelerating Ideas programme of the Big Lottery Fund in September 2015. He has experience of fundraising for a wide range of causes, from the environment, health, the arts and higher education. His training techniques, fundraising ideas and case studies are drawn from all over the world. The marriage of this venue and Bill's unconventional style will ensure that these courses will be truly memorable.



venue [MAP](#)

CCT Venues Barbican, 35-137 Aldersgate St,
London EC1A 4JA



the skilled grantseeker programme

directions

TUBE AND BRITISH RAIL

From Barbican tube (30 seconds)

Turn right when you exit the station and you'll find CCT Venues-Barbican in Aldersgate House on the corner, right next door to the Piazza coffee shop.

From Farringdon BR/tube (five minutes)

Turn left out of the station and carry on to the junction at the end of Cowcross Street. Then, at Barclays Bank, take a left onto Charterhouse Street. Walk along Charterhouse Street to the end of the road, turn right onto Aldersgate Street. CCT Venues-Barbican is thirty seconds down the road next to Barbican Station in Aldersgate House.

From St Paul's tube (five minutes)

Take the exit onto Newgate Street and follow the signs to the Museum of London. Walk past the Museum of London roundabout and up Aldersgate Street until you reach Long Lane. Cross the road and CCT Venues-Barbican is on the left in Aldersgate House, next to Barbican station.

From Moorgate tube (ten minutes)

Turn left out of the station and take the first left on to Ropemaker Street. Turn right in to Moor Lane and then take the left into Chiswell Lane. Carry on for five minutes until the end of the road and Barbican tube station is opposite you. CCT Venues-Barbican is in Aldersgate House next door to the tube station.

From Blackfriars tube/BR

Change onto Circle line, and alight at Barbican station, then follow directions from Barbican station.

From City Thameslink BR

Take the Holborn Viaduct exit on to the main road. Directly in front is Snow Hill, walk past the Police Station and take a right in to West Smithfield. Continue straight ahead passing Smithfield Market into Long Lane. At the end of the road, turn left and CCT Venues-Barbican is on the corner in Aldersgate House.

From Kings Cross Station

Take the Circle, Metropolitan or Hammersmith & City line to Barbican and follow the directions from Barbican station.

From Waterloo

Take the Northern Line to Embankment. Change to Circle line to Barbican and follow the directions from Barbican station.

From London Bridge Station

Take the Northern Line to Moorgate, then the Hammersmith & City Line, Metropolitan Line or Circle Line to Barbican and follow the directions from Barbican station.

From Victoria Station

Take the Victoria line underground to King's Cross Station. Change at King's Cross for the Circle, Metropolitan or Hammersmith & City Underground lines to Barbican tube, and follow the directions from Barbican station.

From Paddington Station

Take the Circle Line and alight at Barbican, then follow the directions from Barbican station.

PARKING

NCP, London Aldersgate

www.ncp.co.uk/find-a-car-park/car-parks/london-aldersgate 0845 050 7080

Euro Car Parks, The Charterhouse

www.eurocarparks.com/thecharterhouse
0207 563 3000

FROM LONDON AIRPORTS

London Heathrow

Piccadilly line underground trains leave at regular intervals. Take the Piccadilly line from Heathrow to Kings Cross/St. Pancras change onto the Hammersmith & City, Circle or Metropolitan line to Barbican station.

London Stansted

Stansted Express trains leave every 15-30 minutes for London's Liverpool Street Station. From Liverpool Street, take the Circle, Metropolitan or Hammersmith & City Underground lines to Barbican station.

London Gatwick

Gatwick Express trains leave at regular intervals of London's Victoria Station. From Victoria, take the Victoria line underground to King's Cross Station. Change at King's Cross for the Circle, Metropolitan or Hammersmith & City Underground lines to Barbican station.

London City

Take the Docklands Light Railway towards Bank. At Bank station, change for the Northern line (northbound) and alight at Moorgate station. Change to the Hammersmith & City, Metropolitan and Circle (westbound) and alight at Barbican station and then follow the directions for Barbican station.



fundraising training ltd

PO Box 240, Wallingford OX10 9XZ

info@fundraisingtraining.co.uk

T +44(0) 1491 202070

www.fundraisingtraining.co.uk



the skilled grantseeker programme

fundraising training Ltd



BOOK NOW

understanding charitable trusts and mastering the research tools

element 1 27 September 2018

This course is ideal for new trust fundraisers or people who want to refresh their approach to researching and targeting the right funders. We equip participants to get 'inside the minds' of their prospects by mastering the skills of a 'forensic investigation' into the audited accounts of charitable trusts.

AS A RESULT OF ATTENDING, PARTICIPANTS WILL BE ABLE TO:

- Explain the main types of charitable trust and know where their funds are derived from.
- Explain how the origin of a trust will influence its current giving policy.
- Understand the financial context for the trust and realise how this will impact upon their giving.
- Identify the key decision-makers in the trusts that you are approaching.
- Understand the most important information required before making approach.
- Use at least three research tools and know which information can be gained from each one.

PROGRAMME

09.45	Welcome and introductions
10.00	How charitable trusts are formed and their motives for giving
11.00	Coffee
11.15	How trusts make funding decisions
13.00	Lunch
14.00	Researching charitable trusts What to look for and why
15.15	Tea
15.30	Researching charitable trusts Mastering the research tools
16.45	Review of the day
17.00	Close and Depart

the skilled grantseeker programme

fundraising training ltd



BOOK NOW

project planning and proposal writing

element 2 25 October 2018

This course is suitable for people who are new to submitting grant applications for trusts, government funders or companies. The course will equip you with the essential foundations for mastering successful funding applications. We will cover micro presentations, application forms and presenting budgets. The course will be equally valuable for professional fundraisers and for people, for whom fundraising is one element of their role.

AS A RESULT OF ATTENDING, PARTICIPANTS WILL BE ABLE TO:

- Develop a project plan which covers outcomes, outputs, activities and inputs.
- Use a range of formats for presenting budgets and understand the appropriate use of each one.
- Explain the key elements of a funding proposal for a trust.
- Use an appropriate personality in order to describe your organisation/ appeal.

PROGRAMME

- | | |
|-------|---|
| 09.45 | Welcome and introductions |
| 10.00 | Outcomes and all that: making sure that the four levels of a project are clear and in line. Understanding monitoring and evaluation |
| 11.00 | Coffee |
| 11.15 | Presenting a budget: the differences between outcome, output and input budgets |
| 13.00 | Lunch |
| 14.00 | The 'meat' of your proposal: making sure that your idea is robust and addresses the questions that donors will ask |
| 15.15 | Tea |
| 15.30 | Who is the storyteller? Injecting and adapting the personality of the writer |
| 16.45 | Review of the day |
| 17.00 | Close and Depart |

the skilled grantseeker programme

fundraising training ltd



BOOK NOW

networking and negotiating skills

element 3 13 November 2018

This course is suitable for people who have to represent and negotiate on behalf 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.

AS A RESULT OF ATTENDING, PARTICIPANTS WILL BE ABLE TO:

- Establish a pipeline management system in order to plan approaches to trusts.
- Establish rapport with prospective funders through the telephone and email.
- Describe the process and key skills required for effective networking.
- Understand and apply two processes for managing a face-to-face negotiation.
- Understand the five options for asking for money and make judgements over when to select the appropriate option.

PROGRAMME

- | | |
|-------|--|
| 09.45 | Welcome and introductions |
| 10.00 | The four stages in making approaches – a 'pipeline' system |
| 11.00 | Coffee |
| 11.15 | The Process of Networking |
| 13.00 | Lunch |
| 14.00 | Making first contact through telephone and email |
| 15.15 | Tea |
| 15.30 | Face to face negotiating: two blueprints |
| 16.45 | Review of the day |
| 17.00 | Close and Depart |

the skilled grantseeker programme

fundraising training ltd



BOOK NOW

target setting and tracking

element 4 12 December 2018

This course is suitable for both new and established grantseekers. It will give you an introduction to the essential core set of target setting, planning and monitoring tools. Even the most experienced fundraisers will find some new ideas from this course.

AS A RESULT OF ATTENDING, PARTICIPANTS WILL BE ABLE TO:

- Set accurate targets and create monitoring systems to track progress
- Establish a format for recording donor research which is easy to maintain and evaluate.
- Establish an effective time management system and monitoring format for progress against targets.
- Assess the health of relationships with key funders and decide which engagement options need to be put into place.
- Establish a planning device and implement at least one technique to help maintain long term relationships.

PROGRAMME

- | | |
|-------|---|
| 09.45 | Welcome and introductions |
| 10.00 | Setting targets and tracking progress |
| 11.00 | Coffee |
| 11.15 | Donor profiles – capturing key research information |
| 13.00 | Lunch |
| 14.00 | The relationship management checklist |
| 15.15 | Tea |
| 15.30 | Donor development plans |
| 16.45 | Review of the day |
| 17.00 | Close and Depart |