

Bid writing boot camp

June & November 2019



**Bill Bruty, Director,
Fundraising Training Ltd**

A fundraiser since 1984 and a fundraising trainer since 1992, Bill is recognised as one of the most

experienced and knowledgeable fundraisers in the world, especially in the field of grantseeking from charitable trusts and government bodies.

After over 25 years of running one-day courses in writing winning proposals, we have our intensive two-day **Bid Writing Boot Camp**, which will take place on 26-27 June and 20-21 November at **CCT Venues Barbican** in Central London. The course will be run by Bill Bruty.

As specialists in grantseeking, we have learnt that there are two essential ingredients for a successful complex funding proposal:

1. Bringing together potentially divergent teams and coalescing them into a cohesive bid writing unit
2. A writing style that grabs the attention and communicates clearly and persuasively.

This event will appeal to people with experience of grantseeking coupled with a desire to embrace new ideas and the reach the highest standards in proposal writing.

As part of the course, you will be able work on your own bids – improve them with the latest techniques, to reach the highest standards demanded by the most sophisticated funders. This will be a rare chance to learn and put into practice in the same event. We will also concentrate on how to manage the complex inter-departmental teams required to produce proposals for large funders such as the National Lottery Boards, major foundations and government departments. The first day will concentrate on the logistics of a successful bid; the second day will be full of effective writing techniques.

The cost for both days is £420

BOOK NOW

fundraising training limited

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Outline programme for
both days on **NEXT PAGE**



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Outline programme

DAY ONE: 26 JUNE/20 NOV 2019

- 9.45 **Welcome and Introduction to the Course**
- 10.15 **The Complex Terminology of Complex Funders**
The definitions of the common terms used by funders.
- 11.15 **Tea/Coffee**
- 11.30 **“To Go or Not to Go?”**
Establishing criteria for deciding to pursue an opportunity.
- 13.00 **Lunch**
- 14.00 **Identifying, Building and Inspiring the Bid-Building Team**
Who should be involved in the process, how to engage them, how to keep them motivated and how to maintain progress.
- 15.15 **Tea/Coffee**
- 15.30 **Completing the Task**
A checklist for making sure everything has been included, is consistent and convincing.
- 17.00 **Close and Depart**

DAY TWO: 27 JUNE/21 NOV 2019

- 9.45 **Review of Course and Agreeing Aims for Day Two**
- 10.15 **Compressing Your Words**
Techniques to squeeze your points into strict word counts.
- 11.15 **Tea/Coffee**
- 11.30 **Writing with Impact**
Techniques to make your writing memorable and convincing.
- 13.00 **Lunch**
- 14.00 **Anticipating the Funding Calls – the Ingredients of a Concept Note, part one**
The template for a concept note. Putting the writing techniques into practice.
- 15.15 **Tea/Coffee**
- 15.30 **Anticipating the Funding Calls – the Ingredients of a Concept Note, part two**
Completing a draft concept note.
- 16.15 **Post-course Action Planning**
- 17.00 **Close and Depart**

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