

BOOK NOW

Cost £420 inc. VAT

fundraising training ltd

15 Hurst Close, Wallingford

Oxon OX10 9BQ, UK

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www.fundraisingtraining.co.uk



bid writing boot camp 2020

2-day programme: **SPRING 24 & 25 June** or **AUTUMN 25 & 26 November**

The first day will concentrate on the logistics of a successful proposal, the second day will be full of effective writing techniques. *See programme*

COURSE AIMS

The course aims to equip you with the essential foundations for mastering successful funding applications. We will cover micro-presentations, application forms and presenting budgets. These techniques will be relevant for grant applications to the major foundations, government and the National Lottery Boards.

LEARNING OBJECTIVES

By the end of the workshop, participants will be able to:

- Describe the common under-pinning logic beneath every application form.
- Develop a system for assessing the potential of funding opportunities and make decisions over which ones to pursue.
- Build a bid writing team, use techniques to maintain progress with informal management authority.
- Establish a system to ensure that everything is ready for submission.
- Use a range of writing techniques to write with brevity, memorability and accuracy.
- Develop a template for a concept note – enabling projects to be ‘fit for funding’ in advance of a funding call.

TARGET AUDIENCE

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

Principles of project development and written communication skills. For experienced fundraisers this event will challenge conventional thinking and open-up new possibilities for communicating complex activities to donors.

BILL BRUTY

Bill has been a professional fundraiser since 1984 and has worked as Fundraising Manager or Director for four large national charities in the UK. He is one of the worlds’ foremost fundraising trainers, with clients such as UNICEF, International HIVAIDS Alliance, ActionAid, Amnesty International and the Pan American Development Foundation. He has also worked with virtually every major charity in the UK, from University of Oxford, Cancer Research UK, Leonard Cheshire Disability and the National Trust. His key area of expertise is effective grant seeking from foundations, governments, companies and wealthy individuals, as well as how to develop strategies and skills which enable NGOs to diversify their funding beyond grants. He has a unique understanding of where and how to apply for funds from sources all over the world.



Bill is a Fellow of the Institute of Fundraising in the UK.

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DAY ONE

09.45	Welcome and Introduction to the event, agreeing course aims
10.15	The Complex Terminology of Complex Funders The definitions of the common terms used by funders – what do they really mean?
11.15	Tea/Coffee
11.30	The Essential Components of a Concept Note Designing a project template which can adapted for all funding calls.
13.00	Lunch
14.00	To Go or Not to Go? Establishing criteria for deciding whether to pursue an opportunity.
15.15	Tea/Coffee
15.30	Identifying, Building and Inspiring the Bid Writing Team Who should be involved in the process, how to engage them, how to keep them motivated and how to maintain progress.
17.00	Depart

DAY TWO

09.45	Review of the Course and Agreeing the Aims for Day Two.
10.15	The Wisdom of Joseph Pulitzer The four essential ingredients of effective writing.
11.15	Tea/Coffee
11.30	The Wisdom of George Orwell The five rules for political writing.
13.00	Lunch
14.00	Compressing Your Words Techniques to squeeze your points into strict word counts.
15.15	Tea
15.30	Writing with Impact Techniques to make your writing memorable and convincing.
16.15	Course Review and Evaluation
17.00	Depart

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