



Developing a Fundraising Strategy

Course Summary

Aimed at leaders and managers in small and medium sized voluntary sector organisations, this course supports participants to understand what a fundraising strategy is, what it contains, and how it can help them focus their resources in the most productive way.

The course will look at the different types of income available to them, and consider their ability to access these and what this means for the development of a strategy or plan. Delegates will consider the risks and opportunities associated with diversification, and how ready the organisation is to take these on. We also look at the external context that voluntary sector organisations are operating in at the present time.

Participants will be supported to consider the practicalities around developing a funding strategy, including setting objectives and targets, managing risk and resourcing accurately.

With a range of interactive examples, group discussions and trainer led exercises, participants are introduced to a number of tools and concepts, and supported to understand how these can apply to their own organisations when they get 'back to their desk'.

Course Aim

Participants will gain an understanding of how to develop and implement a fundraising strategy or plan for their organisation.

Learning Objectives

The course will support participants to;

- Understand the different income streams available, and the options open to your organisation;
- Make strategic income generation choices that support your organisation and its values;
- Understand the key components of a funding strategy and the steps needed to develop one.