



Pricing Strategies for Charities and Social Enterprises

Course Summary

Confused about how much to ask from funders, commissioners or customers? Not sure where to start – then this is the place!

This short course takes you through the process of working out how to 'price' your services, products or programmes, looking at what you're selling, what you actually need to generate, and how to take into account your market (who you're selling too). Using a range of interactive exercises, you will work with others to consider some of the key factors in determining your pricing and how much you need to ask for or charge.

This short session is aimed at leaders and managers of small charities and social enterprises. It can be delivered as a short (two hour) workshop face to face, or as a webinar.

Learning Objectives

The course will support participants to;

- Know how to price your products to generate the funds you need
- Understand how to pitch your community business to get the best returns on your investment
- Develop your knowledge of strategic income generation