

The 5 things every small charity needs to know about raising funds from the local community and events

Who should attend this session?

Fundraisers from small charities who are looking to access and secure funding from their local community using a variety of approaches

Learning outcomes

By the end of the session fundraisers will be able to

- Identify potential sources of income from within local communities
- Understand working with volunteers
- Select event planning tools
- Build a community fundraising programme

What will be covered?

- Getting started: the law, best practice and ‘the rules’
- Finding and researching potential sources of income locally
- Developing and identifying projects for support
- Event planning and management
- Following up and strengthening relationships

Session outline

Time	Session
09.30	Registration & coffee
10.00	Welcome & introductions
10.30	The current fundraising environment in the UK Legislation: FRSB; Codes of Fundraising Practice
10.40	One: Identifying and approaching your target markets Exercise
11.30	Break
11.45	Two: Getting your project ready Finding the information that you need to ‘sell’ your activities Exercise
13.00	Lunch
13.45	Three: Finding and recruiting volunteers, sales teams... Exercise
14.30	Four: Event Planning Timescales; tools; hints and tips; Maximising donations tax-effectively Exercise
15.15	Break
15.30	Five: Building the Relationship & encouraging 3rd Party Events Keeping in touch: IoF & FRSB; Special Interest & Groups Exercise
16.15	Recap and Review
16.30	Finish