

## The 5 things every small charity needs to know about raising support and funds from the corporate sector

### Who should attend this session?

Fundraisers from small charities who are looking to access and secure funding from local and national companies

### Learning outcomes

By the end of the session fundraisers will be able to:

- Identify potential business ‘partners’
- Demonstrate an understanding of what attracts corporate support
- State how to build strong relationships with the business community

### What will be covered?

- Getting started: the law, best practice and ‘the rules’
- Finding and researching potential business partners
- Getting your project or service information ready
- Making an approach: the do’s and don’ts of what to include
- Following up and managing the relationship

### Session outline

Time	Session
09.30	Registration & coffee
10.00	Welcome & introductions
10.30	General principles of corporate fundraising
11.20	The current fundraising environment in the UK
11.30	Break
11.45	One: Research, research, research
12.30	Two: Getting your project ready
13.00	Lunch
13.45	Three: Making the Approach
	Four: Presenting your charity
15.00	Break
15.15	Five: Dealing with success (or failure) Recognition and acknowledgement & building the relationship
15.45	Next steps
16.15	Recap and review
16.30	Finish