

An introduction to fundraising

One-day workshop 09.45 – 16.00

Aim of the Session:

This session is designed to encourage participants and develop their ability to support their volunteering programme through fundraising.

Learning Objectives

To enable participants:

- To complete short funding applications
- To identify and develop funding opportunities from a range of sources
- To develop useful techniques for approaching local business, including face to face, over the telephone and in writing.

This session will initially encourage each participant to reflect on their own experience of fundraising to date. The supporting activities will then give participants the opportunity to explore how they may establish what their volunteering project needs and how to communicate this to a range of potential funders.

Outline agenda

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|---------------|--------------------------------------------------------|
| 09.45 – 10:00 | Registration and coffee |
| 10.00 – 10.15 | Welcome, introductions & agreeing outcomes for the day |
| 10.15 – 10.45 | Fundraising experiences |
| 10.45 – 11.15 | Communicating need/benefits to people |
| 11.15 – 11.30 | Coffee |
| 11.30 – 12.20 | Translating the 'needs' into a 'plan' |
| 12.45 – 13.30 | Lunch |
| 13.30 – 14.00 | Preparing a 'case for support' |
| 14.00 – 14.45 | Presenting a case to a potential funder |
| 14.45 – 15.00 | Coffee |
| 15.00 – 15.50 | Funding sources & completing grant applications |
| 15.50 – 16.00 | Review of outcomes and closing context |