

Introduction to Fundraising Course

5th July 2018

10.00am to 4.30pm

Engage Renfrewshire Offices

10 Falcon Crescent

Paisley

PA3 1NS

Are you new to the sector or thinking of changing careers into the sector and looking to improve and develop your understanding and knowledge of fundraising? Delivered by experienced trainers based locally to you, the Introduction to Fundraising course offers you a practical introduction to the profession covering basic principles and best practice. You will also learn how to ensure your fundraising activities are legal and ethical. As a result you should be able to better contribute to your organisation's fundraising effectiveness and understand why your relationship(s) with your donors and supporters is critical to your success.

Who is this course for?

This one-day course is for individuals who may have less than six months fundraising experience and want to improve their current understanding. It's designed for individuals new to a paid-for role involving fundraising but equally relevant for volunteers and trustees who need to expand their knowledge of fundraising. It's also suitable for people who are not yet working in the sector or considering a career change into fundraising.

What will you learn?

- Explain the role of fundraising in your organisation and the wider non-profit environment
- Ensure your fundraising is legal and ethical
- Analyse the impact of the wider environment on your fundraising practice
- Understand the fundraising planning process and your role within it
- Compare different sources of funding for your organisation
- Create appropriate supporter communications, designed to develop good relationships

Course fee

£20

Please note:

Places on this special subsidised Introduction to Fundraising course are *strictly limited* to those individuals representing third sector organisations operating in Scotland with an income of less than £250,000.

To book a place go to:-

scotland@institute-of-fundraising.org.uk