

# Effective Fundraising

Course information

**Grants**



**tnta**  
THE NATIONAL TRAINING ACADEMY



# Overview

Fundraising is not just a means of raising money. It is also a way to promote the message and goals of an organisation. Without funds, an organisation simply cannot continue to promote itself or its chosen cause. This is especially true for not for profit organisations who require public funds to continue operating.

Fundraising continues to be a number one priority for the majority of organisations and it is a very competitive arena out there; public sector cuts are putting increased pressure on voluntary and community organisations, leading to increased competition when it comes to funding. If you want to learn more about the different options to raise funds, how to write a fundraising strategy and developing strong funding bids, then this course is for you.

This course is for anyone involved in fundraising within a voluntary or community organisation. The skills and understanding developed will enable you to improve your approach to fundraising and in turn increase your success with funding applications.

## This course contains the following modules:

**Module 1** - Strengthening your groups ability to fundraise: what is fundraising, key documents, management committees, governing documents, finance, accounts and safeguarding.

**Module 2** - Supporting group development: local support, national support and specialist support.

**Module 3** - Developing a fundraising strategy: are you fit for funding? your fundraising team, the current situation, evidencing need, aims and objectives, monitoring and evaluation, project planning, financial planning and avenues of income.

**Module 4** - Generating income: types of income, gift aid, trading and tax and reporting.

**Module 5** - Where to find funding and support: different funding opportunities available, database searches and support.

**Module 6** - Strengths and weaknesses of funding bids: key elements of a funding bid, common questions on a funding bid, demonstrating need and budgets.

**Module 7** - Writing and reporting on a funding bid: your organisation and projects, project needs, budgets, participation, engagement and outcomes.