

## **Fundraising: Make It Happen – Course Description**

'Make it Happen' is an introduction to fundraising from private sources for heritage groups and organisations.

The course is best suited to registered charities and/or constituted community groups who are looking to kick-start their fundraising and diversify their income streams. The day involves sharing of ideas and experiences and also provides an excellent networking opportunity.

The course covers...

### **Capital, Project, Revenue and Endowment Funding**

What is the difference between the different types of funding and which are you seeking support for within your groups and organisations.

### **The Funding Landscape**

Where heritage fits into the big picture and what types of private investment are available. We explore the possibilities provided by individuals, businesses and charitable trusts and foundations and what the challenges are with various types of fundraising.

### **Case for Support**

What you should include in a fundraising case for support which is the basis for all fundraising. We explore the 11 components which make up a case for support which organisations can then use to inform all of their communications and fundraising activities. We look at examples of how to articulate a case for support for heritage groups and organisations.

### **Case Studies**

We explore a number of different heritage fundraising case studies looking at sources of funding and approaches to private investment in projects and programmes of activity.

### **The Seven Steps of Fundraising**

We go through a seven step process to support your fundraising, including practical activities and stories of success from the sector. The seven steps help you to better understand your audience and prospects, provides ideas for research, encourages confidence when asking for money and looks at ways to thank and acknowledge support whilst also keeping your donors involved with your group and organisation.

To book a place on the next 'Fundraising: Make it Happen' session, please visit the [Training and Events](#) section of the website.