

## Fundraising: Planning to Progress – Course Description

'Planning to Progress' is a fundraising strategy development course for heritage groups and organisations.

The course is best suited to registered charities and/or constituted community groups who are looking to develop a more planned approach to their fundraising with a particular focus on fundraising from private sources. Fundraising does take time and costs money but by having a more strategic approach to fundraising heritage organisations can be more effective in their efforts. The day involves sharing of ideas and experiences and also provides an excellent networking opportunity.

The course covers...

### The Funding Landscape

A refresher on 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 where you can expect the best return on investment.

### Case Studies

We explore a number of different heritage fundraising case studies looking at how other heritage groups and organisations have planned their fundraising and what strategies they have implemented.

### Fundraising Strategy

We explore the importance of having a fundraising strategy and where the strategy fits in with existing plans and visions for your group or organisation. We provide a framework for developing a fundraising strategy for a heritage group or organisation. We also look at who does the fundraising and what you need money for, which includes an opportunity to 'pitch your project'.

### Sustainability

We discuss which funding sources are most sustainable and explore various models of sustainability, looking at what works best for different groups and organisations. We also look at the cost of raising money and budget examples.

### Analysis Tools and Action Planning

We look at four different analysis tools which will help you to identify the most appropriate sources of funding and where you can best spend your time and fundraising efforts. We also explore action planning and provide you with an opportunity to set your first action.

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