

## In Focus Sessions

'In Focus' is a series of events which focus on one particular fundraising topic.

The events are best suited to registered charities and/or constituted community groups who want to find out more about one particular type of fundraising or an issue related to fundraising from private sources. The events involve the sharing of ideas and experiences and also provide excellent networking opportunities.

Topics covered include...

### Legacies

The session explores: the legacy marketplace; the legal issues; what a legacy can support; and how to market your campaign.

### Membership & Friends

This course includes practical tips and exercises to support you to grow this key potential source of unrestricted funds to support your work.

### Case for Support

This session includes an overview of the main elements of your case for support as well as providing case studies from the heritage sector. The session explores the difference between 'case' and 'cause'.

### Trusts & Foundations

The session provides: an overview of where Trusts sit within the overall funding landscape; the advantages and disadvantages of making applications; an exploration of the various different types of trusts; and a guide to writing proposals.

### Annual Giving

The session explores the many options available for annual giving and allows you to think about the research and planning needed to identify the best sources for your heritage organisation.

### Introduction to Sponsorship

This training course covers: what sponsorship is; why businesses sponsor heritage; writing sponsorship proposals; and how to maintain good relationships with sponsors.

### Crowdfunding

This training event, brought to you by Arts & Business Scotland and Resourcing Scotland's Heritage, provides a 'how-to' guide to crowdfunding for cultural organisations. The training incorporates a hands on simulated crowdfund so that you can try out your new skills straight away.

### Storytelling using Media

This hands-on practical session will allow you to identify your key messages and present them using media. This particular workshop will focus on using video as a medium for storytelling.

To book a place on the next 'In Focus' session, please visit the [Training and Events](#) section of the website.