



Corporate, Legacy & Major Donor Fundraising: 3 week online course



-  Diversify your funding
-  Add new merchandise, known to sell
-  Charity trading options with proven results
-  Plan more profitable events
-  Learn from sponsorship templates
-  Find out how to present to corporate funders
-  Prepare positive legacy fundraising literature

Course Summary This 3 week accredited course is taught by fundraising insiders. You'll be part of an online classroom, for 4 hours a week. If you are a grant dependent small charity and need to diversify your income, we can help. You'll learn how to start a major donor campaign, gain tried and tested ideas for trading and attract corporate support through pitches and appeals so companies are ready to invest in your organisation. The course invites you to work on your own projects and literature.

About Us Fundraising Skills is an award winning organisation offering accredited fundraising courses since 2003. We are 100% recommended by staff and volunteers from 2000 small charities and schools. Our courses help you increase income and training with us is a great investment in your professional development.

In return for your significant investment, we offer you a unique **money back guarantee**. All courses are NCFE accredited.

We have diversified funding and guaranteed future income for the organisation.
Bognor Community Action Network



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Who is this course for?

- Staff & volunteers from small charities looking for new ideas
- Charity fundraisers looking to broaden fundraising skills
- Fundraisers with less than 2 years' experience

Programme

Week 1 Major Donor & Legacy Fundraising

- How to run a major donor campaign
- Positive legacy promotion
- How to write Will to Give literature

Week 2 Merchandising, Trading & Events

- How to introduce trading income
- How, where & what to sell
- Event fundraising made easy

Week 3 How to Win Corporate Support

- How to win corporate support
- How to write the 'perfect pitch'
- Example sponsorship appeals

Course benefits

- Start a Major Donor campaign, including identification, engagement, and making “the ask”
- Introduce positive legacy promotion
- Produce a corporate fundraising pitch and plan
- Examples of successful non profit merchandising
- Examples of ‘Will to Give’ legacy literature
- Accreditation by the NCFE
- Support from a team of fundraising experts

Accreditation The course leads to a NCFE Certificate in Corporate, Legacy & Major Donor Fundraising

Book online www.fundraisingskills.co.uk

Contact us admin@fundraisingskills.co.uk
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We quickly had offers of £35,000 towards a post. The Course was motivating with great support & feedback. Carers in Mid-Devon