



FUNDING TRAINING PROGRAMME

Popular courses to help voluntary and community organisations get to grips with funding and fundraising



“
PROBABLY THE BEST FUNDING TRAINING PROGRAMME YOU CAN ATTEND
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These courses have been created by York & North Yorkshire Funding Advice Network with support from City of York Council

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PROGRAMME CONTENTS

Essential six course programme

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Each course in the Essential Programme builds on knowledge from the earlier courses. For this reason we strongly advise that organisations try and attend all 6 courses.

The Essential Six Course Programme is currently delivered in York. If you are interested in attending this programme in your area please **contact your local Funding Adviser** listed on Page 8.

Additional workshops

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Specialist courses

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COURSE 1

Foundations for success

This two and a half hour course is aimed at those who are in the early stages of thinking about funding.

The course will help you ensure you have the right tools to get your project/organisation started and understand the key things funders will look for in any application.

By the end of this course you will:



- ✓ be able to interpret common fundraising jargon
- ✓ understand your organisation's eligibility
- ✓ appreciate basic criteria of funding organisations
- ✓ be able to clearly define your project - helping to turn your idea into reality
- ✓ be able to present a project outline to other people
- ✓ understand 'need' and how to describe it for your organisation/project
- ✓ be on the right stepping stones towards accessing funding

COURSE 2

Funders & applications

This two and a half hour course is aimed at groups who have little experience of applying for funding.

The course will look at the resources available for researching funders, to give you the confidence to find the right funder(s) for your project. It will also provide you with some techniques for making successful applications.

By the end of this course you will:



- ✓ identify how and where to search for funding
- ✓ know what to look for in funders' guidelines
- ✓ be able to assess funders' criteria and jargon
- ✓ be able to select appropriate funders
- ✓ be aware of common mistakes in applications
- ✓ understand the key elements of an attractive application

COURSE

3

Developing a fundraising strategy

This three hour course is aimed at groups that have had some experience of applying for funding or have attended Courses 1 and 2.

The course will provide you with the skills to create a fundraising strategy for your organisation. Help your group focus on where it wants to get to, how this will be done and by whom. Understand how to plan a project and how to make it attractive to funders.

By the end of this course you will:



- ✓ be able to develop and present a fundraising strategy
- ✓ identify the key elements in a strategy to provide focus and impact
- ✓ be able to plan your project and relate it to your organisation's aims and objectives
- ✓ understand and be able to prepare and present cashflows
- ✓ be able to respond positively to complex jargon

COURSE

4

Improving applications

This three hour course is for groups that have had some experience of writing funding applications or who have attended Courses 1 - 3.

It will provide you with the skills to write a successful funding application or proposal which will capture the funder's attention.

It will ensure you have all the tools in place for communicating your project idea effectively and will raise your awareness about why applications could fail.

By the end of this course you will:



- ✓ be able to create clear, concise applications
- ✓ differentiate between 'features' and 'benefits'
- ✓ be able to avoid unnecessary repetitive elements
- ✓ understand 'need' and how to demonstrate it
- ✓ appreciate the various assessment processes used by funders
- ✓ understand the key differences between: eligibility, and priority, criteria
- ✓ critically assess your applications for potential problem areas

COURSE

5

Proving your case to funders

This three hour course is aimed at groups that have had at least one year's experience in applying for funding or who have attended Courses 1 - 4.

It will provide you with the skills to identify what your group/project's outcomes are and how you can measure them. Learn about different tools for monitoring and evaluating your project and how to use them.

By the end of this course you will:



- ✓ be able to clearly distinguish between inputs, outputs, outcomes and other related jargon
- ✓ be able to define some of your organisation's outcomes and know how to measure them
- ✓ relate your organisation's outcomes to those of funders
- ✓ know what to look for, and where, and the resources you might need
- ✓ clearly distinguish between monitoring and evaluation processes and their positive uses

COURSE

6

Creativity in fundraising

This course is aimed at groups with at least one year's experience in fundraising, or who have attended Courses 1–5, and want to explore how they could do things differently.

It will draw on the experience of everyone attending the course to help develop creativity, foster learning and share good practice. How could you think differently and creatively to expand your organisation, its funding, its outcomes and benefits?

Got a good idea but don't know how to present or develop it? If you want some creative inspiration, come along!

By the end of this course you will:



- ✓ be able to think creatively about what your organisation does and could do
- ✓ learn from other organisations' best funding practices
- ✓ have had your paradigms challenged! And be ready to challenge others'
- ✓ apply approaches of 'the big picture'; diversification; partnering and specialisms
- ✓ be able to write for audiences and develop creative/inspirational packages
- ✓ appreciate change, risk and how to deal with them creatively
- ✓ develop new techniques for options analysis, creative thinking and development

ADDITIONAL WORKSHOP

1

Small is beautiful

This 2½ hour workshop aims to help voluntary and community organisations successfully apply for small grants.

It will give you the confidence to find the right funder(s) who could support your project and then help you understand how to grab their attention through your application or proposal. The workshop will also provide you with a great deal of information on where you can get support with developing and sustaining your organisation.

By the end of this course you will:



- ✓ identify resources to use to research funders
- ✓ understand what to look out for in funders' guidelines
- ✓ be able to communicate effectively with funders
- ✓ identify sources of support and guidance

ADDITIONAL WORKSHOP

2

How to win the Lottery!

This 2½ hour workshop is aimed at helping voluntary and community organisations to construct a successful Big Lottery Fund application.

It will ensure you have all the tools in place for communicating your project idea effectively to the Lottery. The workshop will take you through how to clearly demonstrate the 'need' for your project and help you understand how to write good 'outcomes'.

The essential guide why Lottery applications could fail.

By the end of this course you will:



- ✓ clearly understand Big Lottery Fund guidelines
- ✓ avoid the common mistakes made in applications
- ✓ have a range of techniques to answering the application questions effectively

ADDITIONAL WORKSHOP

3

The Fundraising Plan toolkit

This 2½ hour workshop helps voluntary and community organisations write a plan to ensure future sustainability.

It will highlight the funding needs and priorities of your organisation and help your organisation focus on where it wants to get to, how this will be done and by whom.

By the end of this course you will:



- ✓ be able to develop a comprehensive plan
- ✓ be able to plan your fundraising and relate it to your organisation's aims and objectives
- ✓ identify the critical issues of cashflows and be able to create cashflows

SPECIALIST COURSE

1

Writing a business plan

This course is for people with at least one year's fundraising experience.

This session will explore how a business plan can help with the smooth running of your organisation, and how to prepare one. It builds on knowledge gained in other courses in the 'Funding Training Programme'.

By the end of this course you will:



- ✓ identify the importance of a business plan to your organisation
- ✓ understand the process of business planning
- ✓ identify the key elements of a business plan
- ✓ understand how to develop strategic aims and detailed action plans
- ✓ understand how to prepare budgets and cash flow forecasts
- ✓ apply these concepts to your own organisation

SPECIALIST COURSE

2

Getting ready to tender for contracts

This course is for people with fundraising and development planning experience within their organisation.

The course will explore the jargon and what could commissioning, procurement, tendering mean to the voluntary sector/your organisation. It will help you understand why commissioners would buy from the Voluntary Sector and how their needs match up with yours.

By the end of this course you will:



- ✓ distinguish between grants and contracts
- ✓ understand the terminology of commissioning
- ✓ understand the information commissioners need to know about you
- ✓ know the importance of having the right service, of the right quality, at the right price
- ✓ apply these concepts to your own organisation

SPECIALIST COURSE

3

Understanding outcomes

A two-day training course for voluntary and community organisations which aims to develop knowledge and skills in using an outcomes approach.

The course is aimed at Trustees, Chief Officers and Managers.

The course will cover:

- Outcomes: what they are and what they are not
- The benefits of having outcomes
- Simple ways to monitor outcomes
- How to use outcomes information in decision making and planning
- Methods for gathering outcomes information
- Reporting outcomes
- Using outcomes information well

By the end of this course you will:



- ✓ be able to identify relevant outcomes for your work
- ✓ understand how to implement an outcomes focus in your organisation
- ✓ be able to assess your organisation's achievements and effectiveness
- ✓ increase morale for staff and users by showing that change is happening
- ✓ demonstrate to funders that you are making a difference

Funding Advice Network

Booking information



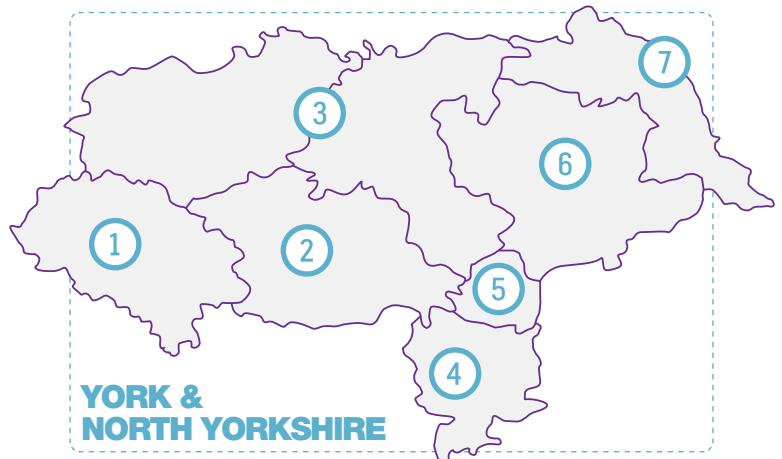
The essential six course programme

These courses are delivered regularly in York. To make a booking and for information about fees please contact **Melody Clarke** at **York CVS**.

Additional Workshops

These workshops are delivered regularly across York and North Yorkshire.

For information on dates, venues, fees and to make a booking contact your local Funding Adviser for details of training in your area:



DISTRICT	CONTACT	DETAILS
1 Craven	Philip Blandford Craven Community and Voluntary Services	www.cravencvs.org.uk philip@cravencvs.org.uk 01535 634588
2 Harrogate	Nina Muir Harrogate and Area Council for Voluntary Service	www.harrogatecvs.org.uk nina@harrogatecvs.org.uk 01423 504074
3 Hambleton & Richmondshire	Nicky Smith Northallerton and District Voluntary Service Association	www.ndvsa.co.uk nicky@ndvsa.co.uk 01609 774633
4 Selby	Steve Shaw Wright Selby AVS	www.selbyavs.org.uk steveshawwright@selbyavs.org.uk 01757 291111
5 York	Melody Clarke York Council for Voluntary Service	www.yorkcvs.org.uk melody.clarke@yorkcvs.org.uk 01904 621133
6 Ryedale	Sarah Lally-Marley Ryedale Voluntary Action	www.ryedaleva.org.uk sarahlm@rva-cvs.org.uk 01653 600120
7 Scarborough	Richard Weightman Seachange Community Trust	www.coastandmoors.org Richard.Weightman@seachange-community.org 01723 362205