

Item 14 – Bid Writing Courses

Councillors are asked to consider whether or not one or more Councillors should attend one or more of the following workshops.

Bid Writing

Do you know the most common reasons for rejection? Are you gathering the right evidence? Are you making the right arguments? Are you using the right terminology? Are your numbers right? Are you learning from rejections?

Are you assembling the right documents? Do you know how to create a clear and concise standard funding bid? Are you communicating with people or just excluding them? Do you know your own organisation well enough?

Are you thinking through your projects carefully enough? Do you know enough about your competitors? Are you answering the questions funders will ask themselves about your application? Are you submitting applications correctly?

ONLINE VIA ZOOM

10.00 TO 12.30

COST £95.00

**CLICK ON DATE TO
BOOK YOUR PLACE**

[MON 04 OCT 2021](#)

[MON 18 OCT 2021](#)

[MON 01 NOV 2021](#)

[MON 15 NOV 2021](#)

Trust Fundraising

Are you applying to the right trusts? Are you applying to enough trusts? Are you asking for the right amount of money? Are you applying in the right ways? Are your projects the most fundable projects?

Are you carrying out trust fundraising in a professional way? Are you delegating enough work? Are you highly productive or just very busy? Are you looking for trusts in all the right places?

How do you compare with your competitors for funding? Is the rest of your fundraising hampering your bids to trusts? Do you understand what trusts are ideally looking for?

ONLINE VIA ZOOM

10.00 TO 12.30

COST £95.00

**CLICK ON DATE TO
BOOK YOUR PLACE**

[TUE 19 OCT 2021](#)

[TUE 16 NOV 2021](#)

GrantMakingTrusts.co.uk

Our online database has details of more than 34,000 trusts, foundations and charities that make grants to organisations. The site allows users to quickly find a wide range of new potential funders including regional, lower profile and newer trusts plus charities that make grants to organisations as well as running activities themselves. A 1 year subscription costs £95.00 per user.

[VIEW MORE DETAILS & SUBSCRIBE](#)

Major Donor Fundraising

Major Donor Characteristics, Motivations and Requirements. Researching and Screening Major Donors. Encouraging, Involving and Retaining Major Donors.

Building Relationships with Major Donors. Major Donor Events and Activities. Setting Up Major Donor Clubs. Asking For Major Gifts. Looking After and Reporting Back to Major Donors.

Delivering on Major Donor Expectations. Showing Your Appreciation to Major Donors. Fundraising Budgets and Committees.

ONLINE VIA ZOOM

10.00 TO 12.30

COST £95.00

CLICK ON DATE TO BOOK YOUR PLACE

[WED 06 OCT 2021](#)

[WED 01 DEC 2021](#)

Corporate Fundraising

Who are these companies? Why do they get involved? What do they like? What can you get from them? What can you offer them? What are the differences between donations, sponsorship, advertising and cause related marketing?

Are companies just like trusts? How do you find these companies? How do you research them? How do you contact them? How do you pitch to them? How do you negotiate with them?

When should you say no? How do you draft contracts? How do you manage the relationships? What could go wrong? What are the tax issues? What are the other considerations?

ONLINE VIA ZOOM

10.00 TO 12.30

COST £95.00

CLICK ON DATE TO BOOK YOUR PLACE

[WED 20 OCT 2021](#)

[WED 15 DEC 2021](#)

Recruiting and Managing Volunteers

Where do you find volunteers? How do you find the right volunteers? How do you attract volunteers? How do you run volunteer recruitment events? How do you interview volunteers?

How do you train volunteers? How do you motivate volunteers? How do you involve volunteers? How do you recognise volunteers? How do you recognise problems with volunteers? How do you learn from volunteer problems?

ONLINE VIA ZOOM

10.00 TO 12.30

COST £95.00

CLICK ON DATE TO BOOK YOUR PLACE

[WED 03 NOV 2021](#)

How do you retain volunteers? How do you manage volunteers? What about volunteers and your own staff? What about younger, older and employee volunteers?

Legacy Fundraising

Why do people make legacy gifts? What are the ethical issues? What are the regulations? What are the tax issues? What are the statistics? What are the trends? How can we integrate legacy fundraising into our other fundraising?

What are the sources for research? How should we set a budget? How should we evaluate our results? How should we forecast likely income? Should we use consultants? How should we build a case for support?

What media and marketing channels should we use? What about in memory giving? How should we setup our admin systems? What are the common problems & pitfalls?

ONLINE VIA ZOOM

10.00 TO 12.30

COST £95.00

**CLICK ON DATE TO
BOOK YOUR PLACE**

[WED 17 NOV 2021](#)