

OVER **30 YEARS** OF TRANSFORMING FUNDRAISING POTENTIAL

**7-12** APRIL

**10-15** NOVEMBER

THE  
NATIONAL  
ARTS  
FUNDRAISING  
SCHOOL  
**2019**



[nationalartsfundraisingschool.com](http://nationalartsfundraisingschool.com)

# FIVE THINGS YOU WON'T GET ANYWHERE ELSE...

1.

## Enjoyable, memorable, intensive learning

Every session is carefully designed to stay with you long after the School. We use a mix of expert presentations, group exercises and activities, coaching, case studies and research opportunities – and we give you time to read and reflect. The range of approaches guarantees you learn and retain a huge amount.

2.

## Outstanding programme leaders

The School is led by Bernard Ross, Jules Bellingham and Dana Segal – top fundraising consultants with over 60 years' UK and international experience between them, in the arts and wider. You'll also have the chance to share experience with your fellow participants.

3.

## Putting theory into practice

The School's approach is deeply practical. We'll show you models and approaches directly relevant to your organisation and how best to use them to overcome challenges and build on opportunities. Developing your strategy as you go along, you leave the School with a well-developed action plan.

4.

## Outstanding back-up resources

We reinforce your learning in the weeks, months, and even years to come. You get a comprehensive 300-page workbook, a range of online resources, access to email support and the chance to attend regular alumni events.

5.

## Money-back guarantee

We're so confident that what you learn will bring tangible results that we offer you a unique money-back guarantee. If you don't raise a sum at least equal to the School fee within 12 months of completing the programme, we'll refund the fee. All of it. Guaranteed.

***"In my role at the Arts Council I am constantly exploring new ways to support the sector, and now I've experienced the School first hand I can confidently say that it is an exceptionally worthwhile investment for all arts and culture organisations."***

**Amelia Henderson, Relationship Manager & Philanthropy Champion, Arts Council England**

Meet the School leaders at [nationalartsfundraisingschool.com/leaders](https://nationalartsfundraisingschool.com/leaders)



# TRANSFORMING YOUR FUNDRAISING POTENTIAL

The National Arts Fundraising School is the UK's leading fundraising training programme exclusively for people like you in the arts, heritage and cultural sector.

More than 1,850 orchestras, museums, galleries, theatres, community arts companies, festivals and dance companies have benefited from the School. To date, the learning they've gained has helped them raise over £350M.

Whether you are a full-time fundraiser, a keen-as-mustard newbie, an ambitious producer, a senior arts manager, a local authority culture officer, a board member with some responsibility for fundraising – or someone who's never fundraised before – the **National Arts Fundraising School** is designed to help you know where to look for support and how to ask BIG. With 30+ years of track record, you'll find former participants across the cultural scene eager to recommend the experience. It's their successes that prove that the skills and know-how we share deliver results. We're so confident our approach works we **guarantee success**.

Let's get real. The public funding pot for the arts is shrinking, and the stark reality is that only organisations investing seriously in their ability to raise money will succeed. We're asking you to sign up to six intensive days to transform your future. Well meaning, one-day trainings on a single topic just won't cut it.

This brochure outlines your NAFS journey, the practicalities and the benefits. You'll find more in-depth information, testimonials and success stories at [nationalartsfundraisingschool.com](http://nationalartsfundraisingschool.com)

**1**  **school** **3**  **programme leaders**

**31** **years**

**X2** **6**   
**times a year** **updated modules**

**6**  **21**   
**days** **modules**

**1,850+** **fundraisers trained**  


 **£ 350M+**  
**raised**

2017 A Certain Kind of Light exhibition at Newlyn Art Gallery. Photograph by Steve Tanner

Find out more at [nationalartsfundraisingschool.com](http://nationalartsfundraisingschool.com)

# BUILDING BLOCKS FOR TRANSFORMATION

## KEY MODULES

To ensure you develop a comprehensive strategic approach we build each School from 21 different modules over six intensive days. But every School is different. It's designed around you and your fellow participants. Before you come you'll complete a detailed online questionnaire. This then informs the programme design for your School.

For a session-by-session, day-by-day breakdown of a typical programme: [nationalartsfundraisingschool.com/the-programme](http://nationalartsfundraisingschool.com/the-programme). You'll also find detailed information about each of the modules on our website. Together they form the basis for the transformation in your fundraising.

*I've been quite evangelical about NAFS since returning to work. I used to see fundraising as a 'necessary evil', but by the end of the course I felt excited and confident about how it can be embedded in everything we do. And it's fun! The School is a big commitment of money and time, but the quality of the week says it's worth it, and the learning will pay dividends.*

Cat Moore, Executive Producer,  
New International Encounter

Choosing a fundraising structure



Developing a fundraising strategy

Building a development board



Creating supporter journeys

Making your case for support



The psychology of philanthropy

Building a stewardship programme



Storytelling for fundraisers

Writing winning foundation proposals



Individual giving through relationship fundraising

Making the ask face-to-face



Maximising major donors

Raising money for local authorities



Launching major appeals and endowments

Fundraising for touring agencies



Crowdfunding and digital campaigns

Successful business sponsorship & CSR



Behavioural Economics: managing donor decisions

Making a funding pitch



Growing legacy income

Practical action planning



UPDATED



NEW



LATEST THINKING

Further details and sample timetable at [nationalartsfundraisingschool.com/the-programme](http://nationalartsfundraisingschool.com/the-programme)



# FOUR WAYS WE CAN HELP 365 DAYS A YEAR

Even a week-long intensive learning event isn't quite enough to solve all the fundraising challenges you'll face. So the School offers you a lifetime of support.

## PRACTICAL DETAILS

1. **Join an elite group:** at our **free Alumni events** where you can network and gain insight into the latest fundraising approaches.

2. **Enjoy comprehensive learning materials:** you get a 300-page manual and a 2GB USB stick with support materials.

3. **Follow up advice and support:** as well as a catch-up webinar, you can contact the programme leaders for advice – feedback on proposals or handling tricky donors.

4. **Win an award:** every year you'll be able to enter the **Emcees Fundraising Awards** showcasing your achievements and attend the prestigious awards ceremony.

For further information on funding your place, the programme, the alumni, the leaders and what to expect, visit [nationalartsfundraisingschool.com](http://nationalartsfundraisingschool.com)

### When?

7–12 April 2019

10–15 November 2019

### Where?

At the tranquil, upmarket Deans Place Hotel on the edge of the Sussex Downs.

### Investment

£2,149 + VAT

This includes five nights' accommodation, all meals, documentation, and 365-days follow up advice.

### Risk-free investment

– 100% money back guarantee



*"It's simply incredible that more than 10 years after attending the School I can still reach out to the course leaders and get advice on my strategy and direction immediately. They really do mean 'lifetime support' after you've attended."*

Eona Craig, Chief Executive,  
Articulate Cultural Trust

Book online at [nationalartsfundraisingschool.com/booking-form](http://nationalartsfundraisingschool.com/booking-form)



# WHAT'S IT WORTH **TO YOU?**

*"Within three months of attending, our bid for an £80K grant was approved. The communications sessions during the School gave my confidence a huge boost and helped me to effectively convey our case to the grants assessor."*

Aziza Mills, Business Development Officer,  
Venture Arts

*"Feeling inspired during the session on Behavioural Economics at NAFS I revised a campaign tweet using the new techniques we were learning. Within 20 minutes of posting support increased, and since the School this approach has resulted in us exceeding our original £2,500 target by more than £1,800."*

Suzanne McLellan, Marketing & Audience  
Development Manager, The Gaiety Theatre

*"The ongoing support since I attended NAFS has been remarkable, it's been invaluable to have feedback and advice on how we're progressing. I'm now sending more team members on the School – it really is the only arts fundraising training you'll need."*

Ruth Brock, CEO, Shakespeare Schools Foundation

*"NAFS transformed my fundraising when I attended at the start of my career, and it's still having an impact almost 20 years on. Most recently the learning helped to secure a substantial ten year grant for our apprenticeship programme. I'd highly recommend the School to everyone in fundraising."*

Marina Jones, Head of Trusts & Foundations,  
Royal Opera House

**2019 DATES**  
**7-12 April**  
**10-15 November**

The National Arts Fundraising School, Unit 19142, PO Box 6945, London, W1A 6US Tel: 020 7978 1516

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