



Typical Online Timetable

As you may know we adjust every timetable to the interests and abilities of the individuals signed up. The outline below is a reflection of a typical structure over the four weeks, based around assessment questionnaires and the amazing amount of ideas and material we have to get through.



Just be aware that in order to structure the learning in sensible way you have some pre-work before the formal start in week 1 and some follow-up options-including coaching and after week 4. We promise it will be intense! But remember you can catch up on all the group sessions through the online video recording if you have a challenge at any point.

We are really delighted that you're considering joining the School.

Bernard Ross
Director



One to One Personal Coaching

Before the programme starts you'll have a 45 minute one-to-one coaching session to clarify your aims and establish key issues for you.

Pre-programme: Understanding You and the Key Ideas in Fundraising

Pre School Date 10th January	Topic
13.30-15.00	Getting to know you- intros to =mc team, to each other, exploring shape of programme, sharing aims etc in small groups.

Pre School Date 11th January	Topic
09.00-10.30	Key Fundraising Principles <ul style="list-style-type: none"> ● who needs the money? ● your value proposition ● three books USPs
10.30-11.00	Break
11.00- 12.30	Decision Science in Fundraising <ul style="list-style-type: none"> ● principles & key heuristics ● examples and case studies ● how you can use DS

Week One: Focus on Strategy Development and Accessing Trusts and Statutory Funds

Day 1 Monday 17th January	Topic
09.00-10.30	Strategy Approach 1 <ul style="list-style-type: none"> ● NAFS strategy model ● creating case statements ● analysing your situation

Day 1 Monday 17th January	Topic
10.30-11.00	Break
11.00-12.30	Strategy Approach 2 <ul style="list-style-type: none"> ● fundraising cycles ● trends and typology ● creating stewardship
11.00-12.30	Lunch
13.30-15.00	Review of Strategic Ideas <ul style="list-style-type: none"> ● building supporter journeys ● creating C4S ● identifying key competencies

Day 2 Tuesday 18th January	Topic
09.00-10.30	Trusts & Foundations 1 <ul style="list-style-type: none"> ● understanding foundations ● writing problem statements ● winning proposals
10.30-11.00	Break
11.00-12.30	Trusts & Foundations 2 <ul style="list-style-type: none"> ● review ● writing problem statements ● feedback and review



Plus: 'office hours': a chance to catch up with your coach in a small group.

Week Two: Focus on Individual Giving, Members and Major Donors

Day 3 Monday 24th January	Topic
09.00-10.30	Individual Giving 1 <ul style="list-style-type: none"> ● relationship fundraising ● hygiene factors & motivators ● supporters as donors
10.30-11.00	Break
11.00-12.30	Individual Giving 2 <ul style="list-style-type: none"> ● developing relationships ● supporter triangle and wedge ● linking to supporter journeys
12.30-13.15	Lunch
13.15-14.30	Membership & superclubs <ul style="list-style-type: none"> ● clustering supporters ● 'super clubs' v memberships ● developing a club
14.30-15.00	Share MD case studies, check out

Day 4 Tuesday 25th January	Topic
09.00-10.30	Major Donors- Finding Your Financial Fan <ul style="list-style-type: none"> ● what is a major donor? ● engaging major donors ● managing HNWI relationships
10.30-11.00	Break
11.00-12.45	Major Donors- Making the Ask <ul style="list-style-type: none"> ● supporter influencing skills ● making an ask ● putting it into practice
12.45-13.00	Share MD case studies, check out

Plus 'office hours': a chance to catch up with your coach in a small group.

Week Three: Focus on Corporate Support and Communicating Your Case

Day 5 Monday 31st January	Topic
09.00-10.30	Corporate Engagement 1 <ul style="list-style-type: none"> ● the corporate spectrum ● characteristics of sponsorship ● key trends in corporate giving
10.30-11.00	Break
11.00-12.30	Corporate Engagement 2 <ul style="list-style-type: none"> ● features, benefits and motivators ● key tactics for sponsorship ● pricing projects + legal issues
12.30-13.30	Lunch
13.30-15.00	Planning your pitch 1 <ul style="list-style-type: none"> ● deciding key roles ● clarifying your Value Proposition ● key trends in corporate giving


Day 6 Tuesday 1st February	Topic
09.00-10.30	How to Make an Impact: online! <ul style="list-style-type: none"> ● pitching for financial support ● building online confidence ● key skills for personal impact
10.30-11.00	Break
11.00-12.30	Planning your Pitch 2 <ul style="list-style-type: none"> ● deciding key roles ● clarifying your Value Proposition ● key trends in corporate giving



You may need to spend some time to be agreed with your home group on 5th or 6th February on your sponsorship pitch. Maybe commit 1.5-3 hours?

Day 7 Friday 4th February	Topic
09.30-10.45	Zoom Case Study Presentation <ul style="list-style-type: none"> ● Zoom presentation exercise ● observation and review ● action-learning from case
10.45-11.15	Break
11.15-12.45	Team coaching feedback

Week Four: Focus on Digital and on Legacy Fundraising

Day 8 Monday 7th February	Topic
09.00-10.30	Digital Fundraising 1 <ul style="list-style-type: none"> ● digital channels: +/- ● engaging donors online ● website review
10.30-11.00	Break
11.00-12.30	Digital Fundraising 2 <ul style="list-style-type: none"> ● digital channels: +/- ● engaging donors online ● website review
12.30-13.15	Lunch
13.15-14.45	Major Campaigns <ul style="list-style-type: none"> ● endowments and campaigns ● key campaign stage ● building on campaigns
14.45-15.00	Feedback, check out
18.30-20.00	Virtual Drinks, Dips, and Dopamine Disco 

Post-School: Making sure your strategy is in place and working

Next Steps Monday 14th February	Topic
09.00-10.30	Strategy Planning <ul style="list-style-type: none"> ● reviewing strategy ● identify next steps ● forward planning
10.30-11.00	Break
11.00-12.30	Personal Review and Planning <ul style="list-style-type: none"> ● questions and challenges ● personal planning ● certificate awards and close



Plus: One to One 45 minute individual coaching session after School finishes to clarify your next steps



Plus: 90 Days of follow up advice online or by phone. Call us to ask for advice on handling a challenging supporter meeting, review of a proposal, or checking out a web proposition.