



# Typical Hybrid Timetable

## Welcome!

The whole team is really delighted that you're joining the School, and we're looking forward to helping you transform your fundraising. You'll be part of a group experiencing a new approach to the School, mixing online and onsite learning.



As you know we adjust every timetable to the interests and abilities of the individuals signed up. So the timetable below will be tweaked around your assessment questionnaires, the one to one interviews, and the amazing number of ideas and inspiration we have to get through. We promised it would be intense!

The onsite work will be fully interactive and involves some evening work. If you have a challenge at any point attending the online sessions you can catch up through the online video recordings.

Let me, or your home group leader know if you have any questions.

**Bernard Ross**, Director

PS before we start the formal part of the programme make sure you fill in your online questionnaire, it helps with programme design and content. And upload your video and biography.

PPS we'll also be in touch to organise your one to one personal coaching before the formal programme starts. In this 45 minute confidential session we'll clarify your aims and establish key issues for you. Watch out for the invite to fix this up.

## Focus on Understanding You and the Key Ideas in Fundraising (Online)

Pre School Monday 9th May	Topic
<b>13.30-15.00</b>	Getting to know you – intros to the NAFS team and to each other. Explaining the shape of the programme, and sharing aims and interests in small groups.
<b>15.00-15.30</b>	<b>Break</b>
<b>15.30-17.00</b>	<b>Key Fundraising Principles</b> <ul style="list-style-type: none"> <li>● who needs the money?</li> <li>● your Value Proposition</li> <li>● three books for USPs</li> </ul>

## Focus on Understanding Strategy and Foundation Funding (Online)

Key Ideas Tuesday 10th May	Topic
<b>09.00-10.30</b>	<b>Strategy Approach 1</b> <ul style="list-style-type: none"> <li>● the NAFS strategy model</li> <li>● creating case statements</li> <li>● analysing your situation + cycles</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00-12.30</b>	<b>Strategy Approach 2</b> <ul style="list-style-type: none"> <li>● trends and typology</li> <li>● developing propositions</li> <li>● building stewardship</li> </ul>
<b>12.30-13.30</b>	<b>Lunch</b>
<b>13.30-15.00</b>	<b>Trusts &amp; Foundations</b> <ul style="list-style-type: none"> <li>● understanding foundations</li> <li>● barriers to success</li> <li>● structuring winning proposals</li> </ul>

Key Ideas Tuesday 10th May	Topic
<b>15.00-15.30</b>	<b>Break</b>
<b>15.30-17.00</b>	<b>Foundation Follow Up</b> <ul style="list-style-type: none"> <li>● case study learning</li> <li>● drafting your own</li> <li>● sharing your ideas</li> </ul>

## Focus on Strategy and the Science of Fundraising (Residential Day 1)

Sunday 15th May	Topic
<b>11.30-12.30</b>	<b>Arrive at hotel, morning coffee and check in.</b> (Note that not all the rooms will be available until lunchtime.)
<b>12.30-13.15</b>	<b>Light Lunch</b>
<b>13.15-15.00</b>	<b>Decision Science in Fundraising 1</b> <ul style="list-style-type: none"> <li>● the <i>science</i> of fundraising</li> <li>● system 1 and system 2 thinking</li> <li>● principles &amp; key heuristics</li> </ul>
<b>15.00-15.30</b>	<b>Break</b>
<b>15.30-16.30</b>	<b>Decision Science in Fundraising 2</b> <ul style="list-style-type: none"> <li>● shaping choice with Decision Science</li> <li>● examples and case studies</li> <li>● applications to your work</li> </ul>
<b>16.30-17.30</b>	<b>Making your Case</b> <ul style="list-style-type: none"> <li>● key elements of a Case</li> <li>● making your Case memorable</li> <li>● sharing your case</li> </ul>

## Focus on Individual Giving, Members and Major Donors (Residential Day 2)

Monday 16th May	Topic
<b>09.00-10.30</b>	<b>Individual Giving 1</b> <ul style="list-style-type: none"> <li>● relationship fundraising</li> <li>● hygiene factors &amp; motivators</li> <li>● supporters as donors</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00-12.30</b>	<b>Individual Giving 2</b> <ul style="list-style-type: none"> <li>● developing relationships</li> <li>● supporter triangle and wedge</li> <li>● linking to supporter journeys</li> </ul>
<b>12.30-13.30</b>	<b>Lunch</b>
<b>13.30-15.00</b>	<b>Membership &amp; Superclubs</b> <ul style="list-style-type: none"> <li>● clustering supporters</li> <li>● 'superclubs' v memberships</li> <li>● developing a superclub</li> </ul>
<b>15.00-15.30</b>	<b>Break</b>
<b>15.30-17.30</b>	<b>Major Donors- Making the Ask</b> <ul style="list-style-type: none"> <li>● what is a major donor?</li> <li>● managing HNWI relationships</li> <li>● making an ask</li> </ul>
<b>Post dinner</b>	<b>Case Study: planning your pitch 1</b> <ul style="list-style-type: none"> <li>● deciding your Case Study approach</li> <li>● analysing the sponsor's concerns</li> <li>● clarifying your Value Proposition</li> </ul>

## Focus on Corporate Support (Residential Day 3)

Tuesday 17th May	Topic
<b>08.30-10.00</b>	<b>Corporate Engagement 1</b> <ul style="list-style-type: none"> <li>● the corporate spectrum</li> <li>● characteristics of sponsorship</li> <li>● key trends in corporate giving</li> </ul>
<b>10.00-10.30</b>	<b>Break</b>
<b>10.30-12.15</b>	<b>Corporate Engagement 2</b> <ul style="list-style-type: none"> <li>● features, benefits, and motivators</li> <li>● key tactics for sponsorship</li> <li>● pricing projects + legal issues</li> </ul>
<b>12.15-13.30</b>	<b>Lunch</b>
<b>13.30-15.00</b>	<b>How to Make an Impact</b> <ul style="list-style-type: none"> <li>● features, benefits, and motivators</li> <li>● key tactics for sponsorship</li> <li>● pricing projects + legal issues</li> </ul>
<b>15.00-15.30</b>	<b>Break</b>
<b>15.30-17.30</b>	<b>Case Study: planning your pitch 2</b> <ul style="list-style-type: none"> <li>● deciding key roles</li> <li>● explaining your Value Proposition</li> <li>● working up your pitch</li> </ul>
<b>As needed</b>	<b>Case Study: planning your pitch 3</b> <ul style="list-style-type: none"> <li>● deciding key roles</li> <li>● explaining your Value Proposition</li> <li>● working up your pitch</li> </ul>

## Focus on Learning and Campaigns (Residential Day 4)

Wednesday 18th May	Topic
<b>09.00-10.30</b>	<b>Case Study Presentation</b> <ul style="list-style-type: none"> <li>● Zoom presentation exercise</li> <li>● observation and review</li> <li>● action-learning from case</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00-12.30</b>	<b>Case Study Review</b> <ul style="list-style-type: none"> <li>● Zoom presentation feedback</li> <li>● observation and review</li> <li>● action-learning from case</li> </ul>
<b>12.30-13.30</b>	<b>Lunch</b>
<b>13.30-15.00</b>	<b>Digital Fundraising 1</b> <ul style="list-style-type: none"> <li>● digital channels: +/-</li> <li>● engaging donors online</li> <li>● case study review</li> </ul>
<b>15.00-15.30</b>	<b>Break</b>
<b>15.30-17.00</b>	<b>Digital Fundraising 2</b> <ul style="list-style-type: none"> <li>● shaping a digital donor journey</li> <li>● using decision science in digital</li> <li>● website review</li> </ul>
<b>21.00-</b>	<b>Informal Social</b> <ul style="list-style-type: none"> <li>● games</li> <li>● karaoke</li> <li>● dopamine disco dancing</li> </ul> 

## Focus on Legacies and thinking long-term (Residential Day 5)

Thursday 19th May	Topic
<b>09.00-10.30</b>	<b>Making Legacies and 'In Memory' Count</b> <ul style="list-style-type: none"> <li>● types of legacy + in memory</li> <li>● key audiences &amp; motivators</li> <li>● marketing legacies</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00-12.15</b>	<b>Writing a Strategy</b> <ul style="list-style-type: none"> <li>● identifying strategy stakeholders</li> <li>● sharing key ideas</li> <li>● writing a fundraising strategy</li> </ul>
<b>12.15-13.00</b>	<b>Personal Review and Planning</b> <ul style="list-style-type: none"> <li>● questions and challenges</li> <li>● personal and professional planning</li> <li>● certificate awards and close</li> </ul>
<b>13.00-13.30</b>	<b>Lunch and depart</b>

## Focus on Making Sure Your Strategy is in Place (Online)

Friday 27th May	Topic
<b>09.00-10.30</b>	<b>Major Campaigns</b> <ul style="list-style-type: none"> <li>● four campaign types</li> <li>● five key campaign stages</li> <li>● building on campaigns</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00-12.15</b>	<b>Strategy Planning</b> <ul style="list-style-type: none"> <li>● reviewing strategy focus</li> <li>● creating your two page strategy</li> <li>● making strategy stick</li> </ul>

The formal part of the taught programme finishes here. But support from the NAFS team continues. Following your personal review and planning you're guaranteed more contact.



**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. Share your ideas and challenges!

