



Typical In Person Timetable

Welcome!

The whole team is really delighted that you're considering joining the School, and we're looking forward to helping you transform your fundraising. For 2023 you'll be part of an exciting new approach to the School. At the heart is an intensive and engaging fully residential five days focussed on key skills and ideas. Either side of the immersive experience are online introductions to and insights on key topics available on video.



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 promise it will be intense and worthwhile.

Let me know if you have any questions.



Bernard Ross
Director

What kind of session?

The timetable below uses icons to tell you about the kind of learning there is in any section.



One-to-one coaching session to identify key issues for you



Video topics to watch in advance before your residential experience



Tutorial and group discussion sessions around a specific topic



Direct input and insight from one of the experienced programme leaders



Small group and individual case studies



Action planning to relate the topics to your work

Pre-Programme Preparation

You'll be working with your fellow attendees and the School team over the five days of the residential School. We need to do a bit of preparation to get you into the zone. **There are three ways we'll do that:**



Before the programme you'll have a 45-minute **one-to-one coaching session** with your home team leader — one of the School coaches — to clarify your aims and establish what exactly you want to get from your investment.



We'll also have a 90-minute **getting-to-know you session** with the whole group. We'll offer intros to the NAFS team and to each other. We'll explain the shape of the programme, and share aims and interests in small groups.



We'll ask you to **watch the first of the video topic intros**. In this video we explore some of the key strategic ideas that underpin success, combining individual, foundation, corporate and statutory fundraising.

Pre-residential week: Focus on getting to know you and the science underpinning fundraising

Day One	Topic
09.00-10.30 	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.
10.30-11.00	Break
11.00-12.30 	Decision Science in Fundraising <ul style="list-style-type: none"> ● the science of fundraising ● system 1 and system 2 thinking ● principles and key heuristics

Pre-residential week: Focus on key strategic ideas

Day Two	Topic
09.00-10.30 	Strategy Approach 1 <ul style="list-style-type: none"> ● the NAFS strategy model ● creating case statements ● analysing your situation + cycles
10.30-11.00	Break
11.00-12.30 	Strategy Approach 2 <ul style="list-style-type: none"> ● trends and typology ● developing propositions ● building stewardship

Residential Day 1: Focus on Shaping your Case for Support and Supporter Strategy

Monday	Topic
10.00-11.00	Arrive at hotel, morning coffee and check in. (Note that not all the rooms will be available until lunchtime.)
11.00-12.30  	Key Fundraising Principles <ul style="list-style-type: none"> ● who needs the money? ● your Value Proposition ● three books for USPs
12.30-13.30	Lunch
13.30-15.00  	Building a Supporter Strategy <ul style="list-style-type: none"> ● identifying your supporters ● creating engagement ● developing Supporter Journeys
15.00-15.30	Break
15.30-17.30  	Trusts & Foundations <ul style="list-style-type: none"> ● understanding foundations ● barriers to success ● structuring winning proposals

Residential Day 2: Focus on Shaping your Case for Support and Supporter Strategy

Tuesday	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
12.30-13.30	Lunch
13.30-15.00  	Membership & Superclubs <ul style="list-style-type: none"> ● clustering supporters ● 'superclubs' v memberships ● developing a superclub
15.00-15.30	Break
15.30-17.30  	Major Donors- Making the Ask <ul style="list-style-type: none"> ● what is a major donor? ● managing HNWI relationships ● making an ask
Post dinner  	Case Study: planning your pitch 1 <ul style="list-style-type: none"> ● deciding your Case Study approach ● analysing the sponsor's concerns ● clarifying your Value Proposition

Residential Day 3: Focus on Corporate Support and High-Level Influencing Skills

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

Residential Day 4: Focus on Digital Engagement and Major Campaigns

Thursday	Topic
09.00-10.30 	Case Study Presentation <ul style="list-style-type: none"> ● Zoom presentation exercise ● observation and review ● action-learning from case
10.30-11.00	Break
11.00-12.30 	Case Study Review <ul style="list-style-type: none"> ● Zoom presentation feedback ● observation and review ● action-learning from case
12.30-13.30	Lunch
13.30-15.00 	Digital Fundraising <ul style="list-style-type: none"> ● digital channels: +/- ● engaging donors online ● case study review
15.00-15.30	Break
15.30-17.00 	Major Campaigns <ul style="list-style-type: none"> ● four campaign types ● five key campaign stages ● building on campaigns
21.00- 	Informal Social <ul style="list-style-type: none"> ● games ● karaoke ● dopamine disco

Residential Day 5: Focus on Legacies and Thinking Long-Term

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

Post-Residential Follow-up

After the residential element we'll be offering a specific follow up session on strategy to help you tie down the key actions you need to take.

	Topic
09.00-10.30 	Strategy Planning <ul style="list-style-type: none"> reviewing strategy focus creating your two page strategy making strategy stick

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.

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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!



Plus: additional recorded sessions on campaigns, on decision science and more.

Dates, Times and Investment for the 2023 In Person Schools

OK if you've got this far, you probably just want some key information now. So here it is:

March In Person School Dates

- Pre-programme online on-boarding 13th-14th March
- Residential element 20th-24th March

#artssurvival

Investment **£1,499.00**

October In Person School Dates

- Pre-programme online on-boarding 25th-26th September
- Residential element 2nd-6th October

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Investment **£1,499.00**

But remember places are limited.

Why not secure a no-obligation provisional place here?

nationalartsfundraisingschool.com/how-we-help/secure-your-place-now/

Questions?

Don't hesitate to ask Sophie Civardi at
sophiecivardi@nationalartsfundraisingschool.com

Want even more?

Don't forget we have the **In Person Plus** version of the School which has all the benefits of the **In Person** programme plus follow-up onsite consultancy from one of the expert NAFS team tutors.

nationalartsfundraisingschool.com/how-we-help/in-person-plus-option/

