

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.

There's even more excitement since you'll be part of a group experiencing a new approach to the School. Based on feedback we've adjusted the programme to include more recorded content so you can watch whenever suits you.

We've combined it with tutorial style sessions where you can discuss the content and explore the implications for you and your organisation.



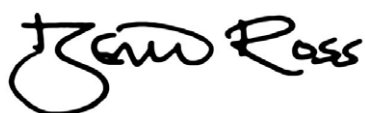
The School runs over 5 weeks with the bulk of the live sessions taking place on Mondays and Tuesdays. In Week Four there is an extra Friday morning commitment. You can find specific dates on the website [here](#).

As you look through the timetable, you'll see there are several different learning opportunities:

- **Live learning** — There a number of sessions where you'll be asked to take part in a whole group live learning session- the aim is maximum interaction and engagement. These sessions take place on Mondays and Tuesday mornings. We record the discussions to help you catch up if you miss one.
- **Pre-records** — We've recorded input around key ideas for several modules. You need to watch these, at a time you choose, before you take part in the follow-up tutorial sessions, where we'll discuss the input, get feedback on case studies and answer questions.
- **Optional sessions** — We'll create options based on various needs that emerge from the group. Typically, these include sessions for local authority professionals, for consultants and for freelance producers.

We also work hard to respond to individual and group needs- so be aware the typical online timetable below will be tweaked around your assessment questionnaires, the one-to-one coaching interviews, and the amazing number of ideas and inspiration we have to get through. We promise it will be intense!

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

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



We've prepared videos to give you fast access to key ideas



Tutorial and group discussion sessions building on the videos



Direct input and insight from one of the experienced programme leaders



Small group action analysis and activity



Office Hours: a chance to catch up with your home group leader

Pre-Programme Preparation

You'll be working with your fellow attendees and the School team over five weeks. 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 what a foundation is, why they're important, and crucially how to draft a powerful proposal. You need to watch this to get the most from the Week One session next week.

MONDAY

Time	Topic
13.30-15.00 	Getting to know you and the training team <ul style="list-style-type: none"> ● about the NAFS team ● getting to know your fellow fundraisers ● intro to the programme





Before you join the following week:


watch our introduction to the *Opportunities in Trusts and Foundations*.

Week One: Focus on Key Ideas in Fundraising and Trusts and Foundations

MONDAY

Time	Topic
09.00-10.30 	Key Fundraising Principles <ul style="list-style-type: none"> ● who needs the money? ● your Value Proposition ● three books for USPs
10.30-11.00	Break
11.00- 12.30 	Developing your Case for Support <ul style="list-style-type: none"> ● what is a Case for Support? ● how to shape your need ● sharing and comparing cases

TUESDAY

Time	Topic
09.00-10.30 	Maximising results from Trusts and Foundations: <i>make sure you've watched the pre-recorded video.</i> This tutorial-style session builds on the ideas in the video and gives you the chance to try out ideas, ask questions and practice on case studies. We'll cover: <ul style="list-style-type: none"> ● what is the opportunity with Trusts and Foundations? ● managing the process ● creating Powerful Proposals





Office Hour: between Tuesday and Friday you'll be offered a chance to catch up with your coach.




Before you join the following week:
 watch our *Introduction to Strategy Development*.

Week Two: Focus on Strategy Development and Decision Science in Fundraising

MONDAY

Time	Topic
09.00-10.30 	Building your Strategy: <i>make sure you've watched the pre-recorded video</i> This tutorial-style session builds on the ideas in the video and gives you the chance to try out ideas, ask questions and practice on case studies We'll cover: <ul style="list-style-type: none"> ● the seven stages of strategy development ● playing to your strengths ● creating and maintaining relationships
10.30-11.00	Break
11.00- 12.30 	Key Tools in Strategy This live session explores some additional tools you need to successfully execute strategy including creating supporter journeys

TUESDAY

Time	Topic
09.00-10.30 	Decision Science in Fundraising: <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> ● the science of fundraising ● applying psychology to philanthropy ● principles & key heuristics





Office Hour: between Tuesday and Friday you'll be offered a chance to catch up with your coach.





Before you join the following week: watch our *Introduction to Individual Giving*.

Week Three: Focus on Individual Giving – Small Scale and Major Donors

MONDAY

Time	Topic
09.00-10.30 	Individual Giving: <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> ● relationship fundraising ● hygiene factors & motivators ● supporters as donors
10.30-11.00	Break
11.00- 12.30 	Membership & superclubs <ul style="list-style-type: none"> ● clustering supporters ● 'superclubs' vs. memberships ● developing a superclub

TUESDAY

Time	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- 12.30 	Major Donors: Making the Ask <ul style="list-style-type: none"> ● supporter influencing skills ● making an ask ● your chance: putting it into practice





Before you join the following week:

watch our *Introduction to Corporate Support* and **read your case study.**

Week Four: Focus on Corporate Support and Communicating Your Case

MONDAY

Time	Topic
09.00-10.30 	Corporate Engagement: <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> ● characteristics of sponsorship ● features, benefits, and motivators ● key tactics for sponsorship
10.30-11.00	Break
11.00- 12.30 	Corporate 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



TUESDAY

Time	Topic
09.00-10.30 	How to Make an Impact: Online <ul style="list-style-type: none"> ● key skills for personal impact ● building personal confidence and competence ● reinforcing your personal brand
10.30-11.00	Break
11.00- 12.30 	Case Study: Planning Your Pitch 2 <ul style="list-style-type: none"> ● deciding key roles ● explaining your Value Proposition ● working up your pitch



Office Hour: the Office Hour this week is usually given over to coaching for the video presentation. We want you to perform at your best!

FRIDAY



Time	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
11.45- 12.30 	Team coaching feedback





Before you join the following week: watch our *Introduction to Online Fundraising and Digital Engagement*.

Week Five: Focus on Digital and Legacy Fundraising

MONDAY

Time	Topic
09.00-10.30 	Digital Fundraising: <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> ● shaping a digital donor journey ● using decision science in digital ● website review
10.30-11.00	Break
11.00- 12.30 	Making Legacies and In Memory Count <ul style="list-style-type: none"> ● types of legacy + in memory ● key audiences & motivators ● marketing legacies

TUESDAY

Time	Topic
09.00-10.30 	Writing a Strategy <ul style="list-style-type: none"> ● identifying strategy stakeholders ● sharing key ideas ● writing a fundraising strategy
10.30-11.00	Break
11.00- 12.30 	Personal Review and Planning <ul style="list-style-type: none"> ● questions and challenges ● personal and professional planning ● follow up

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!



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

Dates, Times and Investment for the 2023 Online Schools

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

January-February School Dates

- Pre-programme on-boarding
5th January
- Week One: 9th-10th January
- Week Two: 16th-17th January
- Week Three: 23rd-24th January
- Week Four: 30th-31st January +
3rd February
- Week Five: 6th-7th February

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Investment **£999.00**

May-June School Dates

- Pre-programme on-boarding
2nd May
- Week One: 8th-9th May
- Week Two: 15th-16th May
- Week Three: 22nd-23th May
- Week Four: 5th-6st June +
9th June
- Week Five: 12th-13th June

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Investment **£999.00**

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/

