

## 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 and learn 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 four weeks with the bulk of the live sessions taking place on Mondays and Tuesdays. 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

**PS still have questions?**

Email me at [bernardross@nationalartsfundraisingschool.com](mailto:bernardross@nationalartsfundraisingschool.com)

## 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 the key issues in developing a strategy. This shows how the various elements and frameworks fit together to create the basis for a sustainable fundraising future.

## Online Learning Library

Many of the 28 modules are available exclusively as online on demand sessions. They're yours to watch when is best for you in our online video learning library, covering topics such as:

- what is decision science?
- creating supporter journeys
- managing a capital campaign

## Pre-programme Week: **Onboarding**

Time	Topic
<b>13.30-15.00</b> 	<b>Getting to know you and the training team</b> <ul style="list-style-type: none"> <li>● about the NAFS team</li> <li>● getting to know your fellow fundraisers</li> <li>● intro to the programme</li> </ul>
<b>15.30-17.30</b> 	<b>Key Fundraising Principles</b> <ul style="list-style-type: none"> <li>● who needs the money?</li> <li>● Three Golden Rules</li> <li>● developing your Value proposition</li> </ul>





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



# Week One: Focus on Key Ideas in Fundraising and Strategy Development

## MONDAY

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

## TUESDAY

Time	Topic
<b>09.00-10.30</b> 	<b>Building your Strategy:</b> <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> <li>● the seven stages of strategy development</li> <li>● playing to your strengths</li> <li>● creating and maintaining relationships</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00- 12.30</b> 	<b>Key Tools in Strategy</b> This live session explores some additional tools you need to successfully execute strategy including creating supporter journeys





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





**Before you join the following week:** watch our *Introduction to Foundation Fundraising.*

## Week Two: Focus on Foundation Fundraising and Individual Giving

### MONDAY

Time	Topic
<b>09.00-10.30</b> 	<b>Decision Science in Fundraising</b> This live session explores how to successfully implement decision science in your fundraising work across channels and supporter clusters.
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00- 12.30</b> 	<b>Powerful Proposals: <i>make sure you've watched the pre-recorded video</i></b> <ul style="list-style-type: none"> <li>● Structure of a Powerful Proposal</li> <li>● Creating 'good' problems</li> <li>● Maintaining Foundation Fans</li> </ul>

### TUESDAY

Time	Topic
<b>09.00-10.30</b> 	<b>Individual Giving: <i>make sure you've watched the pre-recorded video</i></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>Membership &amp; superclubs</b> <ul style="list-style-type: none"> <li>● clustering supporters</li> <li>● 'superclubs' vs. memberships</li> <li>● developing a superclub</li> </ul>





**Before you join the following week:** watch our *Introduction to Major Donors*.





**Before you join the following week:** watch our *Introduction to Corporate Fundraising*.

## Week Three: Focus on Major Donors and Corporate Support

### MONDAY

Time	Topic
<b>09.00-10.30</b> 	<b>Major Donors: Finding Your Financial Fan</b> <ul style="list-style-type: none"> <li>● what is a major donor?</li> <li>● engaging major donors</li> <li>● managing HNWI relationships</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00- 12.30</b> 	<b>Major Donors: Making the Ask</b> <ul style="list-style-type: none"> <li>● supporter influencing skills</li> <li>● making an ask</li> <li>● your chance: putting it into practice</li> </ul>

### TUESDAY



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





Work on your group case study. You'll need to put some time into your corporate case study working in a small group. It needs to be ready for Monday.

## Week Four: Focus on Corporate Support, Legacies and Planning

### MONDAY

Time	Topic
<b>09.00-10.30</b> 	<b>Dragons' Den Live Pitch</b> <ul style="list-style-type: none"> <li>● sharing case study output</li> <li>● review by 'Dragons'</li> <li>● key learning captured</li> </ul>
<b>10.30-11.00</b>	<b>Break</b>
<b>11.00- 12.30</b> 	<b>Dragons' Den Coaching</b> <ul style="list-style-type: none"> <li>● Feedback on Value Proposition</li> <li>● Feedback on presentation skills</li> <li>● Summary on improvement</li> </ul>

### TUESDAY

Time	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- 12.30</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>● follow up</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!**



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



**AND: you'll be invited to join the exclusive NAFS alumni groups on Facebook and LinkedIn to share ideas and experience.**

## Dates, Times and Investment

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

### 4th-26th November 2024 Online School Dates

- 4-5, 11-12, 18-19, 22, 25-26 November 2024
- 2x 0.5 days a week + self study

Investment is **£1,199.00**

**But remember places are limited.**

Why not secure a no-obligation provisional place here?

[nationalartsfundraisingschool.com/how-we-help/secure-your-place-now/](https://nationalartsfundraisingschool.com/how-we-help/secure-your-place-now/)



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## Questions?

Don't hesitate to ask Bernard Ross at

[bernardross@nationalartsfundraisingschool.com](mailto:bernardross@nationalartsfundraisingschool.com)

## Want even more?

If you decide you want a more intense residential experience we also have the **In Person** and **In Person Plus** versions of the programme. Find out more here: [nationalartsfundraisingschool.com/how-we-help/](https://nationalartsfundraisingschool.com/how-we-help/)

