



Top Tips



Improving your funding know-how

People

This guide will be useful for: organisations wanting to develop fundraising skills within their own team.

What you want to achieve:

Trained staff members who have developed useful fundraising knowledge and potentially achieved a recognised qualification in fundraising.

What you'll need:

Willingness to learn

Time to attend training

Budget for training courses

How you'll do it:

- **There are some great resources out there if you want to increase your funding know-how.** You may want to read fundraising booklets and guides online, attend a training course, or join a professional membership body to keep up with the latest news in fundraising.
- The Foundation for Social Improvement is a charity that is committed to supporting small charities and community groups to realise their full potential. It runs the Small Charities Coalition www.smallcharities.org.uk which has over 14,000 members across the UK made up of groups of volunteers, local community and neighbourhood organisations, registered charities and community interest companies. “Our mission,” they say, “is to provide small not-for-profit

organisations with the relevant information, advice and support to help them deliver what they want and also to make sure their voices are heard. Membership is free and open to any UK charity with an annual income of less than £1million, but their specialism is working with any not-for-profits that have an income of under £350K". **They offer heavily subsidised places on their online and e-learning courses, and topics include budgeting and financial management.**

- Localgiving's mission is to strengthen the UK communities by safeguarding the sustainability of the local voluntary sector www.localgiving.org. They say: "We do this by supporting local charitable organisations to diversify their income through online fundraising. We provide tools, training and advice to help local groups connect with supporters online, improve their digital skills and develop practical fundraising experience." Membership currently costs *£80 + VAT for charities. **There is a Localgiving Wales Development Programme which offers 25% off membership, one-to-one support, training and mentoring in online fundraising.**
- You can look for training courses relating to funding on the Wales Council for Voluntary Action website www.wcva.org.uk, **expect to pay around £100 - £150* for a day's training.**
- The Directory of Social Change www.dsc.org.uk **also runs training days on funding topics**, although training costs are typically around *£300 - £350 for a day's course.
- The Institute of Fundraising (IoF) www.institute-of-fundraising.org.uk is the professional membership body for UK fundraising. They say: "We support fundraisers through leadership and representations, best practice and compliance, education and networking, and we champion and promote fundraising as a career choice." They offer Individual (for those with less than 5 years fundraising experience) and Associate Membership (for those with more than 5 years' experience) and the costs of annual membership varies between £109 - £144* depending on membership type and method of payment. **Membership provides access to members' only content and resources, a magazine, discounted rates for qualifications and professional training courses enabling you to gain professional recognition and develop your fundraising knowledge.**
- The Institute of Fundraising run courses such as the Certificate in Fundraising and the Diploma in Fundraising for those who want to **improve their skills and gain a recognised qualification in fundraising.**

*These prices are correct at the time of publication, however they are subject to change, so please check with the relevant organisation for their latest pricing information.

Connecting Communities in Wales

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Find out more at ctauk.org/cciw