

Training programme
January – June 2012

 **Kingston Smith**

Fundraising
and Management

Fundraising and Management training programme



The Fundraising and Management Division offers a range of training courses for the not-for-profit sector. Our courses build on over 30 years of experience in this sector. They provide interactive learning opportunities combined with robust overviews of related issues and developments affecting the sector. Delivered by our in-house team of Institute of Fundraising accredited experts, courses will help Trustees, CEOs, directors of fundraising and fundraisers to deliver their goals more effectively.

Are you ready to fundraise?

If you are considering fundraising for the first time or have tried fundraising with limited success, this is the course for you. The course outlines the principles of a successful fundraising organisation and how you can become one. We will cover:

- the different fundraising disciplines: corporate, trust, statutory, major donor, community, legacies and individuals
- the importance of engaged leadership and frontline staff in fundraising success
- the role of organisational strategy or business planning in fundraising
- getting your organisation ready to fundraise successfully

Wednesday 25 January 2012

Speaker: Ruth Mantle, Senior Associate, Kingston Smith Fundraising and Management

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.00am – 1.00pm

Cost: £78 incl VAT/£114 incl VAT for non-KS clients.

Price includes lunch.



[Click here to book online](#)

Capital appeals for schools

Specifically for schools this half day course offers step by step guidance to head teachers, bursars or governors who are planning to fundraise for a building project. We will cover:

- preparation and consultation
- how to work with a peer group Appeal Board to maximise potential return from each donor
- strategies for the private phase and the public phase of the appeal
- from prospects to donors: the importance of communicating and stewarding

Wednesday 22 February 2012

Speaker: Jane Hellings, Director of KS Fundraising and Management

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.00am – 2.00pm

Cost: £78 incl VAT/£114 incl VAT for non-KS clients.

Price includes lunch.



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Legacy fundraising

This full day course is suitable for those who receive some legacy income but are keen to make it a more consistent and reliable income stream. It would also be helpful for those who want to develop a new legacy income stream. We will cover:

- the implications of the March 2011 budget to legacy income and marketing
- an overview of donor motivation and market segmentation
- what makes a great legacy vision

- starting legacy conversations and developing a legacy strategy
- legacy administration – delays, disputes and when to seek help

Tuesday 28 February 2012

Speakers: Jane Hellings, Director of KS Fundraising and Management

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.30am – 4.00pm

Cost: £120 incl VAT/£192 incl VAT for non-KS clients.

Price includes lunch.



[Click here to book online](#)

Capital appeals

This half day course is essential learning and preparation for anyone who is planning to raise a specific sum in a limited timeframe.

We will cover:

- preparation: feasibility studies, consultation and planning
- development of a strong case for support
- developing an Appeal Board and pool of prospects
- cultivation planning and making the ask

Wednesday 21 March 2012

Speaker: Jhumar Johnson, Deputy Director of KS Fundraising and Management, and Chair of Major Donor Fundraising Special Interest Group for the Institute of Fundraising

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.00am – 2.00pm

Cost: £78 incl VAT/£114 incl VAT for non-KS clients.

Price includes lunch.



[Click here to book online](#)

Major donor fundraising

The course outlines the principles of major donor fundraising from identifying potential donors to making the 'Ask' and then managing ongoing long-term relationships with them. We will cover through discussion and interaction:

- the importance of engaged leadership and how to turn Trustees into fundraising champions
- prospect research: the importance of connecting dots and contact mapping (and of course the how and where)
- engaging donors: cultivation psychology and mechanisms
- the fear inducing 'ask' and how to conquer the monster
- loving your donors and creating long term relationships

Thursday 22 March 2012

Speaker: Jhumar Johnson Deputy Director Kingston Smith Fundraising and Management, and Chair of Major Donor Fundraising Special Interest Group for the Institute of Fundraising joined by special guest Giles Pegram CBE

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.30am – 4.30pm

Cost: £120 incl VAT/£192 incl VAT for non-KS clients.

Price includes lunch.



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Fundraising from trusts and foundations

This one day course will show how to target your bids to grant making trusts effectively and to make them stand out from the rest. Places are limited to 10 trainees to ensure attention to individual requirements. It will include practical exercises and useful do's and don'ts. The course will include:

- the strategic context – size of the sector, scale of opportunity, trends
- tools of the trade – research and preparation
- key attributes of a successful bid – writing tips and tools to make your bid stand out
- demonstrating outcomes – more and more grant making trusts are requiring strong evidence that your work really makes a difference. We will discuss and share how to measure and communicate benefit

Wednesday 18 April 2012

Speaker: Jane Hellings, Director of KS Fundraising and Management

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.30am – 4.30pm

Cost: £120 incl VAT/£192 incl VAT for non-KS clients.
Price includes lunch.



[Click here to book online](#)

Good Governance

In light of the Charities Act 2006, there have been a number of new powers and obligations which trustees need to be aware of. This one day course gives a general overview of governance and is an excellent introduction for newly appointed trustees as well as those wishing to update their knowledge or those planning to implement change in their charities. During the day we will cover:

- principles of good governance and the trustee role
- finance and legal update – digest of 2006 Charities Act, 2010 Bribery Act, 2010 Equalities Act and 2010 Finance Act
- staff and board relations
- trustees' role in fundraising and strategic planning

Tuesday 15 May 2012

Speaker: Jane Hellings, Director of KS Fundraising and Management

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.30am – 4.30pm

Cost: £120 incl VAT/£192 incl VAT for non-KS clients.
Price includes lunch.



[Click here to book online](#)

Impact training

Is 'impact' a buzzword that seems to be making ever-increasing appearances in your world? Why should you be paying attention and where do you begin? How do you communicate the difference you are making to your funders, donors and the public? This interactive training session will explore:

- why you should be measuring and communicating your impact
- how to measure impact
- creative solutions to common problems
- communicating with different audiences and importantly, using the information to strengthen your donor relationships
- who is already doing it and doing it well

Thursday 24 May 2012

Speaker: Jhumar Johnson, Deputy Director of KS Fundraising and Management, and Chair of Major Donor Fundraising Special Interest Group for the Institute of Fundraising

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.00am – 1.00pm

Cost: £78 incl VAT/£114 incl VAT for non-KS clients.
Price includes lunch.



[Click here to book online](#)

Effective Stewardship = Loyal donors

The course helps to understand the role of effective stewardship in maintaining and strengthening donor relationships, why we need to have a strategy and how we implement it. The course will help you in:

- understanding the role of good stewardship in fundraising
- setting up stewardship mechanisms
- creating a deliverable stewardship strategy

Thursday 21 June 2012

Speaker: Jhumar Johnson, Deputy Director of KS Fundraising and Management, and Chair of Major Donor Fundraising Special Interest Group for the Institute of Fundraising

Venue: Devonshire House, 60 Goswell Road, London EC1M 7AD

Time: 9.00am – 1.00pm

Cost: £78 incl VAT/£114 incl VAT for non-KS clients.
Price includes lunch.



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How do I book?

You can reserve a place at our seminars in a number of ways.

- Telephone 020 7566 3850
- Email events@ks.co.uk with your details, indicating which seminar(s) you would like to attend
- Visit www.ksfm.co.uk/events and register online

If you are a Kingston Smith client, please advise when making the booking.

How do I pay?

Please make cheques payable to Kingston Smith Services Ltd. If you would prefer to be invoiced, please indicate this in your email.

What happens once I've booked?

Once we have received your booking, we will confirm your place via email.

What if I can't attend?

If you are unable to attend an event for which you have registered, you are welcome to send a colleague in your place. Please telephone Becky Honeysett on 020 7566 3850 with your colleague's details.

Where no colleague is able to attend in your place, we reserve the right to implement the following cancellation policy.

- For cancellations received up to 48 hours prior to the event, a full refund of the seminar registration fee will be given
- For cancellations received within 48 hours of the event taking place, you will be entitled to a 50% refund of the seminar registration fee
- No refund will be given to individuals who cancel once the seminar has begun, including non-attendance

Other topics of interest

If you would like to attend a seminar on a topic not listed in this programme, please email your suggestions to events@ks.co.uk. Alternatively, telephone Becky Honeysett on 020 7566 3850.

Further information

If you would like more information about Kingston Smith or if you would like to register for an event by phone, please call Becky Honeysett on 020 7566 3850.

Contact us

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