

Training programme
Jan – June 2010

Fundraising and Management training programme



The Fundraising and Management Division offers three training courses for the not for profit sector. We aim to build on our highly successful seminar programme by offering training courses designed to provide a more in depth analysis of topics that are relevant to the sector. Delivered by our in house team of experts, we will tackle current issues using up to date best practice. These training courses will be suitable for trustees, CEOs and Directors of Fundraising.

Governance – An overview of trustee duties

In light of the Charities Act 2006, there have been a number of new powers and obligations for trustees to be aware of. This popular 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 of recent changes in charity governance. It is a practical course with a number of case study examples that cover the role and responsibilities of trustees. Throughout the day we will cover: Governance structures, role descriptions and code of conduct, staff/board relations, strategy & planning, trustee liability, charity finance and regulatory duties.

Tuesday 2 March

Speaker: Tenika Ah-Wan – Deputy Director Fundraising & Management

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

Time: 10:00 – 4:30 inc. lunch

Cost: £90/£150 Non KS Clients

Tuesday 11 May

Speaker: Tenika Ah-Wan – Deputy Director Fundraising & Management

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

Time: 10:00 – 4:30 inc. lunch

Cost: £90/£150 Non KS Clients

Fairytale fundraising strategies

This new course is targeted at senior staff and trustees who are involved in developing a fundraising strategy. We all want a fairytale happy ending for our organisation and where else do we find happy endings, except in fairytales? This interactive training day uses the 'Quest' fairytale model to chart the course to develop a fundraising strategy. The day will include sessions about:

- Understanding the mission and setting the aims and objectives
- Deciding who should be involved
- Exploring the options
- Making a clear plan
- What resources will you need along the way
- Diversions and distractions
- Checking you are on course – monitoring

Friday 26 March

Speaker: Tenika Ah-Wan – Deputy Director Fundraising & Management

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

Time: 09:30 – 4:30 inc. lunch

Cost: £90/£150 Non KS Clients

Tuesday 22 June

Speaker: Tenika Ah-Wan – Deputy Director Fundraising & Management

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

Time: 09:30 – 4:30 inc. lunch

Cost: £90/£150 Non KS Clients

Membership: Donor development & retention

This new training course provides a general overview of how to develop a membership strategy and to manage a charitable association. It is targeted at trustees and chief executives and membership/database officers. The course provides an excellent introduction to all aspects of membership donor development, as well as providing detailed practical case study examples of good practice and common membership pitfalls.

Key areas covered:

- Developing a membership strategy
- How to recruit new members aligned to your long term acquisition goals
- How to retain your membership base

- Building loyalty and reducing losses by offering value for money
- Evaluating membership benefits
- How to reactivate lost members and upgrade members
- How to get the best out of your database package
- How to build revenue streams from, merchandise, functions & events, education and training

Thursday 22 April

Speaker: Tenika Ah-Wan – Deputy Director Fundraising & Management

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

Time: 10:00 – 4:30 inc. lunch

Cost: £90/£150 Non KS Clients

How do I book?

You can reserve a place on our training session(s) in a number of ways:

- Telephone 020 7566 3850
- Email events@kingston-smith.co.uk or send a fax to 020 7689 6170 with your details, indicating which training session(s) you would like to attend
- Visit www.kingston-smith.co.uk/events and register online

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

How do I pay?

To pay by credit card, please call 020 7566 3850. Please make cheques payable to Kingston Smith LLP. If you would prefer to be invoiced, please indicate on the pre-paid form or tell us 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 training session registration fee

- for cancellations received within 48 hours of the event taking place, you will be entitled to a 50% refund of the training session registration fee
- no refund will be given to individuals cancelling once the training session has commenced, including non-attendance

Other topics of interest

If you would like to attend a training session on a topic not listed in this programme, please email your suggestions to events@kingston-smith.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.