

Training programme
December 2011 – March 2012

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.

So you want to be a fundraising consultant?

This half day course will give you the knowledge you need to decide whether consultancy is the right career move for you and how to become a successful consultant. Places are limited so every participant will get tailored advice. The course will include practical exercise, useful dos and don'ts and advice from two fundraisers who have successfully moved into consultancy.

The course will help you:

- understand the role of a consultant and the consulting market
- assess how ready you are to become a consultant through skills and experience mapping
- develop an action plan for making the move into consulting

Tuesday 13 December 2011

Speaker: Jhumar Johnson, Deputy Director and Ruth Mantle, Senior Associate, Kingston Smith Fundraising and Management

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

Time: 9.00am – 1.00pm, followed by lunch

Cost: £85 incl VAT. Price includes lunch.

Corporate fundraising

Do you know your Charity of the Year from a corporate volunteering day? If you are considering corporate fundraising, but don't know where to start, this course will help you:

- understand the corporate fundraising market
- assess how ready your organisation is for corporate partnerships
- develop the best partnerships model, your product and case for support

Wednesday 18 January 2012

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

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

Time: 9.00am – 4.30pm

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

Price includes lunch.

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.

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.

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.

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.

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 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: 9.30am – 4.30pm

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

Price includes lunch.

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@kingstonsmith.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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