

**Course Title: Essentials in Corporate Fundraising (including  
Negotiation, Persuasion and Pitching Skills)**

Date: Wednesday 10<sup>th</sup> October 2018

Time: 10:00 – 16:00

Location: Museum of London, London Wall

**Facilitators:** Elizabeth Coningsby

**Trainer:** Michelle Wright

**What will be covered?**

This course, run in partnership with Arts, Fundraising and Philanthropy, provides an introduction to developing a successful sponsorship programme, or business membership scheme. The learning is relevant for individuals and organisations from museums and galleries, wanting to raise funds from all scales of business from local companies to national brands.

The content relating to negotiation and persuasion complements and builds on these essentials skills. It explores presentation, confidence building, language and emotional intelligence to increase likely success with corporate funders.

A chartered marketer, manager and fundraiser, Michelle Wright founded Cause4 after leaving the London Symphony Orchestra, where her achievements in private sector fundraising led to her being judged the Best Upcoming Fundraiser at the National Fundraising Awards in 2008. Since setting up Cause4, Michelle has undertaken major strategic and business development projects, including campaign developments with a number of national charities and consultancy work for FTSE 100 brands developing their cultural sponsorship programmes.

## Who should attend?

This course is for people who are early in their fundraising career – or have some fundraising or marketing experience – who want to understand more about how to raise money from corporates and gain confidence in negotiating benefits and fees. The course is excellent as an induction tool for new fundraisers and Brand or Account Managers.

## Approximate session timetable:

10.00	Welcome and introductions
10.15	Income planning – Overview
10.30	Introduction to Corporate Fundraising and the Financial Context
11.30	BREAK
11.45	Researching Corporates and matching brands, preparing appropriate collateral
13.00	LUNCH
14.00	Presenting, negotiating with and influencing Corporates
14.45	BREAK
15.00	Preparing a Corporate fundraising plan for my organisation
16.00	Session summary

## Learning objectives

By the end of this session you will:

- Develop a road map to implement a corporate fundraising programme
- Take away a “tool-kit” to help develop proposals and identify and approach new prospects
- Learn the language skills required to attract and sell to businesses
- Gain a better understanding of sponsorship policy and good practice
- Develop greater confidence to sell your organisation or project to a business
- Receive signposts to resources to generate ideas including new data protection information and funding regulations
- Gain insight into the latest trends in fundraising via our specialist national data for arts fundraisers
- Develop presentation skills including structuring the meeting, use of language and body language
- Negotiating benefits and fees – and knowing when to say ‘no’
- Securing internal buy-in from Trustees and management to proposed partnerships
- Persuading potential donors to invest!

## Support towards Museum Accreditation:

### Organisational Health:

#### 1.4 Effective forward planning

### Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep the **10<sup>th</sup> October 2018** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums in the London region. A late cancellation (less than 24 hours) / no show charge of **£20** will be applicable. Light refreshments will be provided. Further information will be emailed to confirmed delegates.

