



## **London Museum Development Skills Plus training course**

### **Skills Plus: Fundraising for non-Fundraising Professionals**

**Date:** Wednesday 21<sup>st</sup> October 2020

**Time:** 10:30 – 12:45

**Location:** Online (Zoom)

**Facilitator:** Elizabeth Coningsby

**Trainer:** David Johnson, Director of Strategy and Programmes, Cause4

#### **What will be covered?**

During Covid-19 many people have been left having to think about fundraising for the first time. This course is to support those doing this, by sharing the key principles underpinning successful fundraising. The course will cover research and planning, key fundraising skills and information about launching a successful fundraising campaign.

The course will also share insight about current fundraising trends and the impact of Covid-19 on different income streams, helping you to consider your museum's response to generating funds in the future and support longer-term planning.

#### **Who should attend?**

- Individuals new to fundraising for their museum
- Those who have found themselves fundraising during Covid-19 but have not done it before
- Fundraisers looking for a refresher
- Trustees looking for more information on the basics of fundraising

## Learning objectives

By the end of this session you will:

- The importance of an effective Case for Support
- Different kinds of fundraising streams, from Trusts and Foundations, individuals, corporates and statutory income
- How to set realistic fundraising targets
- How to undertake effective fundraising research

## Support towards Museum Accreditation:

Organisational Health:

2 – Plan ahead and have the resources to deliver your plan

## 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 **21<sup>st</sup> October** 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.

 @LondonMusDev



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