



An ISSA Conference 2017 pre-conference event

Developing sustainability through fundraising

Presented by: **=mc**



This one-day training is designed to help ISSA members, and other organizations in attendance, sustain their work through successful fundraising. We will explore how to raise funds from Foundations, Companies and Individuals nationally and internationally for your projects and even core costs. The day is designed to give you the skills and confidence to secure more resources whether you're brand new to fundraising or have some experience but want to improve your performance.

The workshop has been developed in association with ISSA to make sure it exactly meets your needs.

The programme will be led by one of Europe's leading fundraising consultancy experts, Bernard Ross, Director of The Management Centre in the UK. The Management Centre team have worked in over 50 countries worldwide raising sums from €5,000 to €50M for organisations across the social sector in education, child development, health, inclusion and disability.

Key modules

The workshop will cover a number of issues:

- Key principles in private fundraising: the golden rules
- 7 steps to developing a sustainable fundraising strategy
- How to identify key sources - online and local research
- Building an attractive and compelling Case for Support
- Developing a supporter journey for individuals
- Attracting High Net Worth Donors
- Securing sponsorship and Corporate Social Responsibility funds from companies
- Approaching foundations - matching their interests
- Creating a stewardship strategy

Format

The training will involve:

- expert input
- sharing of experience
- interactive exercises
- case studies

It will be challenging and enjoyable – full of practical tips and techniques to use immediately and long-term.

Support materials

Participants will have access to a 100-page PDF manual sharing key ideas and strategies that they can take away and use to plan the future.

About the programme leader

The programme will be led by [Bernard Ross](#). Bernard has over 25 years' experience working in Europe and internationally with agencies such as UNICEF, Save the Children, SoS Children's Villages, WHO and others on campaigns and programmes to raise funds. He is a director of The [Management Centre](#). He is the author of 5 bestselling books on fundraising and is the only fundraising consultant to have had his work translated into Chinese.

Logistical Information

This workshop is free of charge for participants in the ISSA Conference 2017. Lunch and coffee breaks will be provided.