

Parenting Fund: Fundraising Workshop

What is the workshop about?

Fundraising for charities can be a tricky business. Charities are first faced with the identifying both the fundraising target and the fundraising options available to them from a vast array of possibilities. Decisions then need to be made regarding which fundraising activities will work best to deliver the funds needed throughout the year in the right amounts and at the right time. And all of this is in the face of increasing competition for a limited pool of funding.

What will I get out of the workshop?

Workshop participants will leave the workshop with an insight into fundraising planning, putting into practice their fundraising plan and they will have started to apply this to their own organisation. Participants will be more informed to consider the tailored support they would like to receive from the Parenting Fund in the future.

Please note that this workshop is aimed at members of the Fundraising team or people who have a role in fundraising.

What aspects will be covered?

The half day workshop will include:

- The importance of planning - the link to finance and targeting fundraising efforts in the most appropriate way
- A summary of key fundraising activities, including sources of information to assist in identifying funding and how to go about securing funds
- Monitoring progress against the fundraising plan

Registration and queries

The Fundraising Workshop dates are:

- Friday 29 January 2010 in Truro, Cornwall
- Monday 8 February 2010 in London
- Tuesday 9 March 2010 in Stoke on Trent

The workshop will run from 1.30pm until 4pm.

To register for a place please email your name, organisation name and contact details to:
parentingfund@uk.pwc.com

Please feel free to call the Parenting Fund helpline with any queries you may have: 020 7213 4349