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Focus on Trust Fundraising 2013 don NW1 2DP

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If booking less than 4 workshops choose them individually at £40 each	s each How did you hear	ear	ω	included	£145
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300 courses and conferences each year, selling over 100 different book titles and providing access to over £3.9 billion in funds via trustfunding.org.uk. DSC is the best-selling provider of training and information to the sector, running over

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### Conditions Terms and

your booking whether or not you have sent payment you will be liable for the whole fee. will not be processed, but you will be able to book on the day. NB: Once you have submitted Advanced bookings close on Friday 27 September 2013. Bookings received after this date

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can be submitted by post, fax or online at London NW1 2DP. Fax: 020 7900 2065 24 Stephenson Way, Focus on Fundraising 2013, DSC, www.focusonfundraising.org.uk/trusts How to Book All bookings must be made in writing and

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or with credit card, request an invoice or by BACS\* By fax, credit card, request and invoice or by BACS\* \*If you wish to pay by BACS, please contact us. By post - cheque (payable to Directory of Social Change) Online – credit card, request an invoice or BACS\*

cancelled

25% administration charge will be deducted for each workshop

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organisation, except in connection with Focus on Fundraising 2013. We will not disclose this information to any other person or Data Protection DSC will use the information you provide on your Booking Form (see opposite) for administering the workshops only.

# DSC

# Focus on Trust Fundraising

Empowering you to access increased funds from trusts





Thursday 03 October 2013 - DSC, Euston, London NW1 2DP

Organised by:

DIRECTORY OF SOCIAL CHANGE

## Focus on Trust Fundraising

This day is about empowering you, as a fundraiser, to raise money from trusts. With more pressure and competition to identify the right match for your organisation's activities and campaigns, Focus on Trust Fundraising will help you maximise your chances of success.

You can attend the whole day or just the workshops of your choice and create your own personalised day. There are other activities to help you including one-to-one coaching, free demonstrations of DSC's funding websites and the opportunity to network and exchange ideas with other fundraisers.





**Jude Doherty Lucy Lernelius-Tonks** 



#### The State of Trust Fundraising

Hear from our senior researchers. Jude and Lucy, about the state of trust fundraising.

> Followed by a Q&A from a select group of our trainers 13.15-14.00



For top tips, special offers, updates





#### One-to-one **Demonstrations**

Why not make the most of our demonstrations of DSC's Trust Funding website with over 4,300 trusts giving over £3.9billion.

To book a place contact: alewis@dsc.org.uk **Demonstrations take place throughout** the day.

#### 10.00 - 11.00

#### Introduction to Trust **Fundraising**

Trusts give out lots of money - want to know more? Find out more about trusts, understand how these funding bodies work and what you need to approach them with success.

**Speaker: Gill Jolly** 



#### 11.00 - 11.15 BREAK

#### 11.15 - 12.15

#### **Telling Stories**

Demonstrating the impact of your work and the difference you have made has never been so important. This workshop will give you the tools to create human stories to inspire action. It will also help you to tell great stories and how to use them in the media.

Speaker: Karen Ackerman



#### 10.00 - 12.15**Masterclass Advanced Trust Fundraising**



Take your funding applications to the next level. This masterclass will show you how to research, interpret, use and present evidence of need and outcomes that will enable you to develop the strongest possible case for support and secure the funding you need.

**Speaker: Kathy Roddy** 





#### Free **One-to-one Fundraising** Advice Sessions

Volume 1 & 2, and many

other DSC titles.

Access the knowledge and experience Denise possesses and book your place now

Email Annette Lewis at alewis@dsc.org.uk for details

12.15 - 13.15 LUNCH

#### 13.15 - 14.00 The State of Trust Fundraising - Jude Doherty and Lucy Lernelius-Tonks Followed by Q&A with a select group of trainers

14.15 - 16.30

**Proposal Writing** 

**Masterclass** 

Free

#### 14.15 - 16.30 **Masterclass**

#### **Building Evaluation into your Proposals**



You will learn how to draft measurable outcome-led objectives that demonstrate to funders that the outputs from your project will deliver the desired impact. They can then fund you with confidence and you can monitor and evaluate progress against these outcomes.

**Trainer: Nick Smith** 



Do you struggle with proposal writing? Are you getting turned down? Do you want to improve on your current skills? Packed with hints, tips and guidance this workshop will

help you write successful grant proposals by helping you focus on your key messages and what funders are looking for.

**Speaker: Gill Jolly** 



#### 14.15 - 15.15

#### Managing your Budget

The fun starts when you get your money, whether it is all or some of what you requested. What are the practical implications on your budget, actions, communications, planning and resource re-allocation before you commence your project delivery?

**Trainer: Uday Thakker** 



#### 15.15 - 1<u>5.30</u> BREAK

#### 15.30 - 16.30

#### Managing the Relationship

Getting a grant is not the end of your fundraising efforts! This workshop will get you thinking about how to nurture your funders so that they will want to give you more next time.

**Speaker: Kathy Roddy** 



16.30 - End