



Workshops £40

Day Rate £145

# 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**

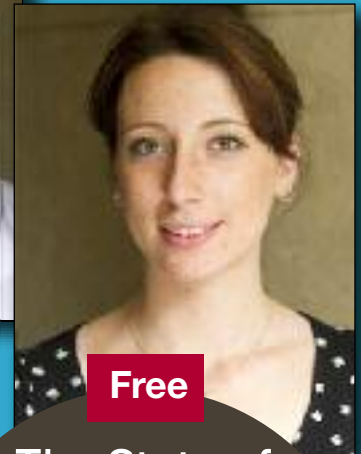
# Focus on **Trust Fundraising**

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



**Free**

## 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**

The DSC Bookshop stocks many essential titles on Trust Fundraising - Why not take a browse on the day?



**Free**

## 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](mailto:alewis@dsc.org.uk)  
**Demonstrations take place throughout the day.**



**@DSC\_Charity**

For top tips, special offers, updates

### 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.

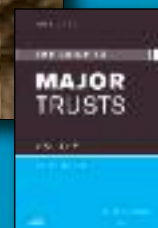
Speaker: Gill Jolly

TF1

### 10.00 – 12.15 Masterclass Advanced Trust Fundraising



**Denise Lillya,**  
Senior Researcher at  
DSC, Volunteer  
Co-ordinator and author of  
The Guide to Major Trusts  
Volume 1 & 2, and many  
other DSC titles.



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

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

Email Annette Lewis at  
[alewis@dsc.org.uk](mailto:alewis@dsc.org.uk) for details

### 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

TF2

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

TF4

### 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

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

TF3

### 14.15 – 16.30 Masterclass Proposal Writing



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

TF5

### 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

TF6

### 15.15 - 15.30 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

TF7

### 16.30 – End

Book your place using the form overleaf or online at

[www.focusonfundraising.org.uk/trusts](http://www.focusonfundraising.org.uk/trusts)