

# A unique opportunity to develop your fundraising skills

## *The Essentials of Fundraising*

A Programme of Training and Development  
for staff working in Museums, Libraries and Archives

### **Award of 10 Bursaries worth £4,000 each**

MLA South East is pleased to announce the third year of our very successful fundraising bursary scheme. So far 15 staff from a range of museums, libraries and archives have participated in the year long programme.

*'I found all aspects of the course to be extremely valuable...I have learnt a huge amount'*

*'the course is very focussed and the individual seminars are excellent'*

*'great awareness of the challenges currently facing fundraisers in the museums & galleries sector...a genuinely useful, high quality training experience'*

With Renaissance South East funding, this year's scheme is aimed at individuals who currently have or plan to assume responsibility for fundraising within their organisation, particularly museums. Over the course of a year, up to ten bursary-holders will be able to focus on all aspects of arts and heritage fundraising, benefiting from expert teaching and sharing experiences with one another.

This unique scheme has been created in response to the difficulties many museums, libraries and archives have experienced in seriously engaging with fundraising. By recognising fundraising as a strategic organisational function and by helping talented individuals to make a step-change in their skills and career potential, we aim to bring substantial benefit to our sector as a whole. On completion of the programme, we expect participants to contribute to the Renaissance South East Skills Bank, offering advice and support to others as time allows.

### **The programme and its objectives**

The programme is designed:

- To raise the profile of fundraising as an integral function of museums, libraries and archives and to develop an exemplary approach to strategic fundraising

- To build skills, expertise and confidence among staff responsible for fundraising and to broaden their horizons and networks
- To build a pool of qualified and informed practitioners who are able to act as trailblazers for fundraising across the museum, library and archive sector
- To dispel the notion that only big, national, or prestigious institutions can aspire to fundraising success
- To secure the commitment and involvement of Chief Executive Officers (or their equivalent) and tackle internal cultural factors which can get in the way of successful fundraising

## **What the programme consists of**

The programme will provide participants with the tools to tackle a wide range of challenges and to realise the fundraising potential of their organisations.

- The programme will begin in March 2008 and, over the course of the year, will provide roughly 15 teaching days, allowing plenty of time for participants to acquire a thorough understanding of all aspects of fundraising and, at the same time, to focus on their own organisation's fundraising needs.
- In addition to discussing ideas and experiences with fellow bursary-holders, participants will benefit from practical advice and guidance from specialist practitioners both from within and outside the museum, library and archive sector and the South East region. The course has been designed for MLA South East by Carole Strachan, who runs a specialist consultancy service for the arts, heritage, education and charity sectors, building on a professional career which encompassed all these areas. Throughout the year, Carole will act as mentor to bursary-holders and help them to develop their own fundraising strategies and action plans.
- The highly-regarded National Arts Fundraising School (NAFS) will form a core part of the training and all bursary-holders will attend the School in Cumbria, from 6-11 April 2008.
- Bursary-holders will prepare for their attendance at NAFS at an introductory get-together and a foundation workshop. These will be designed to give participants a solid grounding in fundraising issues, and enable them to set targets which they hope to achieve by the end of the year.

The programme will be supplemented by a further seven workshops and a final wrap-up session, at which the group will be able to address issues directly relating to the development of their individual fundraising strategies and organisational projects.

- Attendance at the National Arts Fundraising School will give practitioners access to a fundraising benchmarking database so that they can compare and evaluate their performance against that of similar organisations.

- Though some of the sessions will be made available to a wider audience, most of the work will take place in small, informal tutorial groups.
- By the end of the programme, bursary holders will have prepared a draft case for support and fundraising strategy, as supplementary work to this programme, with the mentoring support of Carole Strachan.

### **Topics will include:**

- Fundraising strategies and action planning
- Trust and foundation fundraising
- Business sponsorship versus company giving
- Major appeals
- Setting up a development board
- Effective proposal writing
- Improving promotional material
- Legacies
- Relationship fundraising
- Supporting fundraising with effective marketing and PR strategies
- Building and nurturing creative and fruitful relationships with local business
- Getting trustees involved in fundraising
- Successful fundraising events

### **Who should apply?**

We will consider applications from individuals who:

- Currently have or are committed to assuming some or all responsibility for fundraising within their organisation
- are able to attend the National Arts Fundraising School in Cumbria from 6- 11 April 2008 and who commit to attending all other training sessions
- work in organisations able and willing to support their involvement in the scheme and committed to the practical implementation of ideas and expertise acquired through the training. (The Chief Executive Officers of the bursary-holders will be expected to attend two of the sessions).

If you want to apply for a bursary, you must also be able to demonstrate the following attributes:

- an aptitude for and commitment to fundraising
- motivation and a sense of purpose
- a desire to develop your fundraising skills and apply them to your organisation
- the potential to enthuse colleagues and inspire them to see that successful fundraising can be a catalyst for growth and change.

Given the Renaissance funding for this scheme, particular preference will be given to applicants from Registered/Accredited museums.

To receive an application form, guidance notes and details of the National Arts Fundraising School contact Jennifer Mitchell, MLA South East, 15 City Business Centre, Hyde Street, Winchester SO23 7TA; telephone: 01962 858834; email: [jennifer.mitchell@mlasoutheast.org.uk](mailto:jennifer.mitchell@mlasoutheast.org.uk); or go to [www.mlasoutheast.org.uk](http://www.mlasoutheast.org.uk)

Closing date for applications is **31 January 2008**

We will interview shortlisted applicants. These interviews will be held in the week beginning **11 February 2008**.

Please note: the bursary awards will cover the costs of all the training sessions, but organisations will be expected to cover all other travel costs.

We are very conscious of the difficulty that may face applicants whose absences from relatively small organisations might cause serious problems for the organisation. We want to do everything we can to assist in such circumstances, to enable good people to come forward. MLA South East will therefore consider modest applications for funding for backfill during absence in order to provide essential cover.

## **Carole Strachan Associates**

Carole has worked in the voluntary sector for almost thirty years. After studying History at Oxford, she started her career in regional theatre at the Victoria Theatre in Stoke-on-Trent, moving from there to the Royal Exchange in Manchester. She was at Welsh National Opera for ten years and under her direction, the company's marketing strategy was widely acknowledged as one of the most distinctive and successful in the arts world, and one in which marketing and fundraising were closely integrated. Her fundraising experience was acquired at the National Trust, St Hugh's College Oxford and Sobell House Hospice Charity in Oxford.

Since 1998, she has been running Carole Strachan Associates - a specialist consultancy service for the arts, heritage, education and charity sectors, offering a range of support, including fundraising, strategic planning and training. Carole has considerable experience of the MLA sector, and recent clients include The National Gallery, and the Royal Pavilion.