



Typical In Person Timetable

Welcome!

The whole team is really delighted that you're considering joining the School, and we're looking forward to helping you transform your fundraising. For 2025 you'll be part of an exciting new approach to the School.

At the heart is an intensive and engaging fully residential five days focussed on key skills and ideas. Either side of the immersive experience are online introductions to and insights on key topics available on video.



As you know we adjust every timetable to the interests and abilities of the individuals signed up. So the timetable below will be tweaked around your assessment questionnaires, the one to one interviews, and the amazing number of ideas and inspiration we have to get through. We promise it will be intense and worthwhile.

Let me know if you have any questions and i'll get straight back to you:
bernardross@mc.consulting



A handwritten signature in black ink that reads 'Bernard Ross' in a cursive, flowing style.

Bernard Ross
Director

What kind of learning?

We're aware that everyone has different learning needs and preferences. So we offer a range of opportunities to earn. The timetable in this document uses icons to tell you about the kind of learning you'll enjoy at various points.



One-to-one coaching session to identify key issues for you



Video topics to watch in advance before your residential experience



Tutorial and group discussion sessions around a specific topic



Direct input and insight from one of the experienced programme leaders



Small group and individual case studies



Action planning to relate the topics to specific issues for your organisation



Breakfast briefings: a chance to catch up with the programme leaders



A video library of sessions to help you refresh your learning

Pre-Programme Preparation

You'll be working with your fellow attendees and the School team over the five days of the residential School. We need to do a bit of preparation to get you into the zone. **There are three ways we'll do that:**



Before the programme you'll have a 45-minute **one-to-one coaching session** with your home team leader — one of the School coaches — to clarify your aims and establish what exactly you want to get from your investment.




We'll also have a 90-minute **getting-to-know you session** with the whole group. We'll offer intros to the NAFS team and to each other. We'll explain the shape of the programme, and share aims and interests in small groups.



We'll ask you to **watch one or more video topic intros**. In one video we explore some of the key strategic ideas that underpin success, combining individual, foundation, corporate and statutory fundraising. In another we look at decision science.

Pre-residential week: Focus on getting to know you



Time	Topic
09.00-10.30 	Getting to know you – intros to the NAFS team and to each other. Explaining the shape of the programme, and sharing aims and interests in small groups.







Before you join the following week:

watch our *Introduction to Strategy Development*. We'll cover a number of key ideas to build on for your sustainable fundraising strategy.

Residential Day 1: Focus on Key Fundraising Ideas and Developing a Strategy

Monday	Topic
9.15-9.45	Arrive at hotel, morning coffee and check in. (Note that not all the rooms will be available until lunchtime.)
9.45-10.30	Welcome and Introductions
10.30-12.30  	Key Fundraising Principles <ul style="list-style-type: none"> Who needs the money? Your Value Proposition Three books for USPs
12.30-13.30	Lunch
13.30-15.00  	Building your sustainable strategy <ul style="list-style-type: none"> Review NAFS strategy model Creating case statements Developing Supporter Journeys
15.00-15.30	Break
15.30-17.30  	Success with Trusts & Foundations <ul style="list-style-type: none"> Understanding foundations Barriers to success Structuring winning proposals

Residential Day 2: Focus on Individual giving – Regular and Major Donors

Tuesday	Topic
09.00-10.30   	Individual Giving 1 <ul style="list-style-type: none"> ● Relationship fundraising ● Hygiene factors & motivators ● Supporters as donors
10.30-11.00	Break
11.00-12.30   	Individual Giving 2 <ul style="list-style-type: none"> ● Developing relationships ● Supporter triangle and wedge ● Linking to supporter journeys
12.30-13.30	Lunch
13.30-15.00  	Membership & Superclubs <ul style="list-style-type: none"> ● Clustering supporters ● 'Superclubs' v memberships ● Developing a superclub
15.00-15.30	Break
15.30-17.30  	Major Donors- Making the Ask <ul style="list-style-type: none"> ● What is a major donor? ● Managing HNWI relationships ● Making an ask face to face
Post dinner  	Case Study: planning your pitch 1 <ul style="list-style-type: none"> ● Deciding your Case Study approach ● Analysing the sponsor's concerns ● Clarifying your Value Proposition





Residential Day 3: Focus on Corporate Support and High-Level Influencing Skills

Wednesday	Topic
08.30-10.00   	Corporate Engagement 1 <ul style="list-style-type: none"> ● The corporate spectrum ● Characteristics of sponsorship ● Key trends in corporate giving
10.00-10.30	Break
10.30-12.15   	Corporate Engagement 2 <ul style="list-style-type: none"> ● Features, benefits, and motivators ● Key tactics for sponsorship ● Pricing projects + legal issues
12.15-13.30	Lunch
13.30-15.00 	How to Make an Impact <ul style="list-style-type: none"> ● Key skills for personal impact ● Building confidence ● Reinforcing your professional brand
15.00-15.30	Break
15.30-17.30  	Case Study: planning your pitch 2 <ul style="list-style-type: none"> ● Deciding key roles ● Explaining your Value Proposition ● Working up your pitch
Evening work — as needed  	Case Study: planning your pitch 3 <ul style="list-style-type: none"> ● Refining your Value Proposition ● Practicing key communication skills ● Pricing your proposition

Residential Day 4: Focus on Pitching, Digital Engagement and Major Campaigns



Thursday	Topic
09.00-10.30 	Dragon's Den Presentation <ul style="list-style-type: none"> ● Case presentation exercise ● Observation and review ● Action-learning from case
10.30-11.00	Break
11.00-12.30 	Dragon's Den Review <ul style="list-style-type: none"> ● Coached feedback coaching ● Small group review ● Personal reflection
12.30-13.30	Lunch
13.30-15.00 	Share and Compare <ul style="list-style-type: none"> ● Peer to peer learning ● Review work so far ● Work in small groups
15.00-15.30	Break
15.30-17.00 	Major Campaigns <ul style="list-style-type: none"> ● Four campaign types ● Five key campaign stages ● Case study
21.00- 	Informal Social <ul style="list-style-type: none"> ● Games ● Karaoke ● Dopamine disco

Residential Day 5: Focus on Legacies and Thinking Long-Term

Friday	Topic
09.00-10.00 	Making Legacies and 'In Memory' Count <ul style="list-style-type: none"> ● Types of legacy + in memory ● Key audiences & motivators ● Marketing legacies
10.00-10.30	Break
10.30-12.00  	Developing the Digital Donor <ul style="list-style-type: none"> ● Types of online giving ● Maximising online support ● Case studies
12.00-12.45 	Personal Review and Planning <ul style="list-style-type: none"> ● Questions and challenges ● Personal and professional planning ● Certificate awards and close
12.45-13.30	Lunch and depart

Post-Residential Follow-up

After the residential element we'll be offering a specific follow up session on strategy to help you tie down the key actions you need to take.

	Topic
09.00-10.30  	Strategy Planning <ul style="list-style-type: none"> ● Deciding where to focus efforts ● Creating your written strategy ● Making strategy stick

The formal part of the taught programme finishes here. But support from the NAFS team continues. Following your personal review and planning you're guaranteed more support and encouragement from the NAFS team.



One-to-One 45 minute individual coaching session after School finishes to clarify your next steps.



Plus: 90 Days of follow up advice online or by phone. Run your ideas and challenges past us for on-demand support!



Plus: additional recorded sessions on campaigns, on decision science and more.



AND: you'll be invited to join the exclusive NAFS alumni groups on Facebook and LinkedIn to share ideas and experience.

Dates, Times and Investment

OK if you've got this far, you probably just want some key information now. So here it is:

7th-11th April 2025

- Residential + personal coaching
- On location at **Mere Court Hotel** in Knutsford UK

Investment **£1,499.00**

29th Sept - 3rd Oct 2025

- Residential + personal coaching
- On location at **Mere Court Hotel** in Knutsford UK

Investment **£1,499.00**

But remember places are limited.

Why not secure a no-obligation provisional place here?

nationalartsfundraisingschool.com/how-we-help/secure-your-place-now/

Questions?

Don't hesitate to ask Bernard Ross at
bernardross@mc.consulting

Keen to have focus and implementation support? Try the PLUS option



The **Plus Option** is a high impact version of the School. It's aimed at individuals and agencies who want to go further and dive deeper into practical implementation, taking the great learning from the training and then identifying where and how to focus their fundraising.

You get all the benefits of the **Online** or **In Person** programme, and we then build on that with a **customised, full day onsite with you and your colleagues**, tackling a key issue of your choice.

On finishing the School we identify exactly how you want to spend your onsite time: clarifying your strategy, optimising your digital presence, crafting a powerful case for support, improving your HNWI engagement skills, reviewing your membership proposition and more. The full-day with in-advance briefing and preparation is available for £1,000.00.

The onsite day at this rate is only available if booked as an add on to one of our in-person or online programmes in advance. If you'd like to secure a follow-up to School after you've finished let us know — we can probably help.