

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.

There's even more excitement since you'll be part of a group able to enjoy a more flexible approach to learning the secret of successful fundraising. Based on feedback we've now included almost 20 hours of recorded video content you can explore at your own pace, learning whenever suits you.

We've combined this easy-to-access content with live tutorial-style sessions where you can discuss the ideas and explore the implications for you and your organisation.



The School runs over five weeks with almost all of the live sessions taking place on Mondays and Tuesdays. You can find specific dates on the website [here](#).

As you look through the timetable, you'll see there are several different learning opportunities:

- **Live learning** — There a number of sessions where you'll be asked to take part in a whole group live learning session- the aim is maximum interaction and engagement. These sessions take place on Mondays and Tuesday mornings. We record the discussions to help you catch up if you miss one.
- **Pre-records** — We've recorded input around key ideas for all the modules. You need to watch these, at a time you choose, before you take part in the follow-up tutorial sessions, where we'll discuss the input, get feedback on case studies and answer questions.
- **Optional sessions** — We'll create options based on various needs that emerge from the group. Typically, these include sessions for local authority professionals, for consultants and for freelance producers. We often have a session for aspiring or practicing consultants.

We also work hard to respond to individual and group needs, so be aware the typical online timetable below will be tweaked around your assessment questionnaires, the one-to-one coaching interviews, and the amazing number of ideas and inspiration we have to get through. We promise it will be intense!

The work will be fully interactive and involves some evening work. But if you have a challenge at any point attending the sessions you can catch up through the online video recordings.



Bernard Ross
Director

PS still have questions?
Email me at bernardross@mc.consulting

What kind of session?

The timetable below uses icons to tell you about the kind of learning there is in any section.



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



We've prepared videos to give you fast access to key ideas



Tutorial and group discussion sessions building on the videos



Direct input and insight from one of the experienced programme leaders



Small group action analysis and activity



Office Hours: a chance to catch up with your home group leader

Pre-Programme Preparation

You'll be working with your fellow attendees and the School team over four weeks. 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 the first of the video topic intros**. In this video we explore the key issues in developing a strategy. This shows how the various elements and frameworks fit together to create the basis for a sustainable fundraising future.



Online Learning Library

Almost all of the 28 modules are available as online on demand sessions. They're yours to watch when is best for you in our online video learning library, covering topics such as:

- How do I create a powerful Case for Support?
- How do I engage corporates in my cause?
- What are the key tactics in running a successful major campaign?

Week One: Onboarding and Key Ideas

MONDAY



Time	Topic
09.00-10.30 	Getting to know you and the training team <ul style="list-style-type: none"> ● About the NAFS team ● Getting to know your fellow fundraisers ● Intro to the programme
11.00-12.30 	Key Fundraising Principles <ul style="list-style-type: none"> ● Who needs the money? ● Three Golden Rules ● Developing your Value proposition



Before you join tomorrow:

Watch our *Introduction to Strategy Development*.

TUESDAY

Time	Topic
09.00-10.30 	Building your Strategy: make sure you've watched the pre-recorded video <ul style="list-style-type: none"> ● The seven stages of strategy development ● Playing to your strengths ● Creating and maintaining relationships
11.00-12.30 	Developing your Case for Support <ul style="list-style-type: none"> ● What is a Case for Support? ● How to shape your need ● Sharing and comparing cases





Before you join the following week:



Watch our *Introduction to Foundation Fundraising*

Week Two: Focus on Foundation Fundraising and Decision Science

MONDAY

Time	Topic
09.00-10.30 	Fishing in the Foundation Pond <ul style="list-style-type: none"> ● Types of Foundation ● How Foundations make choices ● Creating your proposition
10.30-11.00	Break
11.00- 12.30 	Creating Powerful Proposals <ul style="list-style-type: none"> ● Structure of a Powerful Proposal ● Creating 'good' problems ● Case studies

TUESDAY

Time	Topic
09.00-10.30 	Decision Science: Helping supporters choose <ul style="list-style-type: none"> ● How supporters use System One and System Two ● Using decision heuristics in fundraising ● Case studies
10.30-11.00	Break
11.00- 12.30 	Decision Science: Helping supporters choose <ul style="list-style-type: none"> ● Applying the MINDSPACE framework ● Creating supporter journeys ● Applications to your work





Before you join the following week:



Watch our *Introduction to Individual Giving*.

Week Three: Individual Giving

MONDAY

Time	Topic
09.00-10.30 	Individual Giving: <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> ● Relationship fundraising ● Hygiene factors & motivators ● Supporters as donors
10.30-11.00	Break
11.00- 12.30 	Membership & superclubs <ul style="list-style-type: none"> ● Clustering supporters ● 'Superclubs' vs. memberships ● Developing a superclub

TUESDAY

Time	Topic
09.00-10.30 	Major Donors: Finding Your Financial Fan <ul style="list-style-type: none"> ● What is a major donor? ● Engaging major donors ● Managing HNWI relationships
10.30-11.00	Break
11.00- 12.30 	Major Donors: Making the Ask <ul style="list-style-type: none"> ● Supporter influencing skills ● Making the ask: 5P Model ● Your chance: putting it into practice





Before you join the following week:

Watch our *Introduction to Corporate Fundraising*.

Week Four: Corporate Giving

MONDAY

Time	Topic
09.00-10.30 	Corporate Engagement: <i>make sure you've watched the pre-recorded video</i> <ul style="list-style-type: none"> ● Characteristics of sponsorship ● Features, benefits, and motivators ● Key tactics for sponsorship
10.30-11.00	Break
11.00- 12.30 	Corporate Engagement <ul style="list-style-type: none"> ● Applying lessons to corporate fundraising ● Case Studies ● Links to Dragons' Den exercise

TUESDAY


Time	Topic
09.00-10.30 	Dragons' Den Corporate Pitch Exercise 1 <ul style="list-style-type: none"> ● Clarifying your Value Proposition ● Deciding your approach ● Team planning
10.30-11.00	Break
11.00- 12.30 	Dragons' Den Corporate Pitch Exercise 2 <ul style="list-style-type: none"> ● Small group work on Case Study ● Allocating responsibility/roles ● Designing your pitch



Work on your group case study. You'll need to put some time into your corporate case study working in a small group. It needs to be ready for Monday.

Week Four: Corporate Giving



FRIDAY

Time	Topic
09.00-10.30 	Dragons' Den Live Pitches <ul style="list-style-type: none"> ● Sharing case study output ● Review by 'Dragons' ● Key learning captured
10.30-11.00	Break
11.00- 12.30 	Dragons' Den Coaching <ul style="list-style-type: none"> ● Feedback on Case Study ● Small Group Coaching ● Using skills in corporate pitches





Week Five: Digital Donors And Making the Most of Legacies

MONDAY


Time	Topic
09.00-10.30 	Digital Donors <ul style="list-style-type: none"> ● +/- of key channels ● Improving online giving ● Crowdfunding
10.30-11.00	Break
11.00- 12.30 	Digital Donors <ul style="list-style-type: none"> ● Linking online and decision science ● Case Studies ● Key Learning

TUESDAY

Time	Topic
09.00-10.30 	Making Legacies and In Memory Count <ul style="list-style-type: none"> ● Types of legacy + in memory ● Key audiences & motivators ● Marketing legacies
10.30-11.00	Break
11.00- 12.30 	Personal Review and Planning <ul style="list-style-type: none"> ● Questions and challenges ● Personal and professional planning ● Follow up

Post-Online Follow-up

After the techniques 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	
<p>09.00-10.30</p>  	<p>Strategy Planning</p> <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 contact.



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. Share your ideas and challenges!



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:

3rd Mar - 1st Apr 2025

- 3-4, 10-11, 17-18, 14, 24-26, 31st March and 1st April
- Flexible learning with live sessions and personal coaching.

Investment is **£999.00**

20th Oct - 18th Nov 2025

- 20-21, 27-28 October and 3-4, 10-11, 17-18 November
- Flexible learning with live sessions and personal coaching.

Investment is **£999.00**

But remember places are limited.

Why not secure your 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.