Workshop Description

An Introduction to Fundraising Targets and Techniques for World Heritage UK

Welcome to this Giving to Heritage workshop, run with the support of World Heritage UK and the Heritage Lottery Fund.

Giving to Heritage is a joint venture between The Heritage Alliance and the Institute of Fundraising, made possible with funding from the Heritage Lottery Fund.

It is a capacity building programme designed to increase the fundraising capabilities of individuals and organisations in the Heritage sector. The programme provides opportunities for individuals to develop their skills through a range of fundraising workshops, one-to-one consultancy sessions and webinars.

About This Workshop:

As fundraising becomes increasingly competitive every organization needs to know how it can present its very strongest rationale for seeking philanthropic support and how to use its ‘case’ to encourage investment from a range of audiences.

This half-day’s training is delivered two fast-paced sessions. First we will look at what your World Heritage organization needs in place before it seeks funding from the private sector and how it can develops its strongest key messages and ‘asks’. In the second session we will take a tour of a range of income streams and offer tips and techniques to help put you ahead of your competitors.

Time:

10:00-15:00 (Arrival from 09:30)

Venue:

Theatres Trust,
22 Charing Cross Road,
London.
WC2H 0QL

www.theatrestrust.org.uk
Tel: 0207 836 8591
Your Trainer: Valentine Morby

Valentine BA MInstF has over 20 years’ experience in the voluntary sector supported by 10 years commercial business experience. Valentine has worked as an independent fundraising consultant since 2008, including running a number of capital appeals and working with a number of heritage organisations, including Bath Abbey, No.1 Royal Crescent Museum, Portsmouth Historic Dockyard, Cleveland Pools, Roman Baths Foundation and the Jurassic Coast Trust.

He is a member of the Institute of Fundraising and a member of their Emerging Technologies Group as well as being a mentor to a young fundraiser manager in the South West.

Contact Us:

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We love to hear what you think so do feel free to tweet us @givingtoheritag