*Interested in completing the IDPE and Chartered Institute of Fundraising (CIOF)* *Certificate in Fundraising, but need help communicating the value of the certificate to your head? Why not use the below as a starting point?*

**IDPE and CIoF Certificate in Fundraising**

Dear

I’m writing to ask for your support to participate in the IDPE and CIOF Certificate in Fundraising, the **only qualification specifically designed for those working in schools’ development**. Endorsed by the European Fundraising Association (EFA) and recognised across the development and wider charitable sector, the certificate provides an **opportunity to consolidate and develop my existing fundraising skills** **and experience,** and to **professionally recognise my competency in schools’ development**.

The IDPE and CIOF Certificate in Fundraising course follows the CIOF Certificate in Fundraising syllabus but includes supplementary materials and case studies relevant to schools’ fundraising. There are four modules (outlined below) and four associated assignments, which focus on applying fundraising theory in a practical way to our school’s fundraising.

**The Fundraising Environment –** to provide learners with a range of theories to analyse external market factors that influence fundraising success, evaluate risks, and prioritise strategic opportunities to enhance fundraising growth

**Fundraising Methods and Approaches –** to providelearners with the knowledge and skills to evaluate an organisation’s fundraising effectiveness, focusing on fundraising methods, income-mix, and alignment with operational objectives.

**Donor Motivation: Insights, Communications and Psychology –** to provide learners with a critical understanding of donor motivation and behaviour, enabling them to develop more effective fundraising communications and strategies.

**Planning Effective Fundraising –** to provide learners with a structured, evidence-based approach to developing a strategic fundraising plan.

In addition to expert-tutors sharing their expertise, the certificate also offers the opportunity to meet with other members of the IDPE community to gain insight and ideas to support me in my role.

The IDPE and CIOF Certificate in Fundraising costs £2,316, but as an IDPE member, there is a discount and the course will cost just **£2,155**. Course fees include:

* four blocks of training
* four group tutorials
* tutor support and assignment assessment
* online access to teaching resources
* a year’s individual membership to the IoF

Please note, course fees do not include the required course text book.

I can also share my assignments and key learning with other members of my team and the wider senior leadership where appropriate.

The next course will start on 6 October 2025.

The IDPE and CIOF Certificate in Fundraising offers me the chance to learn practical, effective fundraising skills to enable me to make a positive and immediate impact on my own, and the school’s fundraising results. Thank you for considering my request.