

New to development programme course structure (independent schools)

Autumn 2020 – Summer 2022

IDPE's new to development programme is a two-year, holistic training programme offering an introduction to all aspects of professional fundraising and engagement in schools.

Available packages	Package content
Package A: Two year programme	<ul style="list-style-type: none"> • Schools' fundraising and engagement toolkit in both year 1 and year 2 • 12 webinars • 4 school visits • 6 ask the expert forums • 1 x 1-2-1 session
Package B: One year programme	<ul style="list-style-type: none"> • 1 Schools' fundraising and engagement toolkit • 6 webinars • 2 school visits • 3 ask the expert forums
Package C: Two toolkits	<ul style="list-style-type: none"> • Schools' fundraising and engagement toolkit in both year 1 and year 2 • 2 school visits • 2 ask the expert forums
Package D: One toolkit	<ul style="list-style-type: none"> • 1 Schools' fundraising and engagement toolkit • 1 school visit • 1 ask the expert forum
Package E: One term online	<ul style="list-style-type: none"> • 3 webinars • 1 ask the expert forum

Session types:



One and a half hour online professional development forum with a short introductory presentation



Virtual or face to face school visit



One and a half hour virtual seminar



One hour online webinar








Forty-five minute 1-2-1 session

Year 1

Autumn term

Where to start on your development journey: learning how to work with senior leaders and the different fundraising and engagement techniques, to creating your first case for support and writing your first strategy.

Session type	Date and time	Included in packages	Content
	11:30-13:00 Wednesday 4 November 2020	A,B*,C,D*	<p>Schools' fundraising and engagement toolkit session 1</p> <ul style="list-style-type: none"> • Setting up a development office • Managing expectations/working with senior leaders <p>Speaker: Murray Lindo, Head, Wellington College Community, and IDPE trustee</p>
	11:30-13:00 Wednesday 11 November 2020	A,B*,C,D*	<p>Schools' fundraising and engagement toolkit session 2</p> <ul style="list-style-type: none"> • Creating a case for support • Creating your fundraising strategy • Setting targets and budgeting <p>Speaker: Becki Mckinlay, Director of External Relations, Monkton Combe School</p>
	11:30-13:00 Wednesday 18 November 2020	A,B*,C,D*	<p>Schools' fundraising and engagement toolkit session 3</p> <ul style="list-style-type: none"> • Data management • Fundraising and engagement techniques <p>Speaker: Phillip Rothwell CFRE, Director of Development, Warwick Independent Schools Foundation, and IDPE Deputy Chair</p>
	10:00-11:30 Tuesday 24 November 2020	A,B*,C,D*	<p>Ask the expert forum</p> <p>This forum will discuss 'fundraising right: compliance and legislation' with Matthew Dear, Director of Development The Oundle Society, and Clare Atkinson, Development Director, Dr Challoner's Grammar School.</p>
	10:00-12:00 Tuesday 1 December 2020	A,B*,C,D*	<p>School visit: Monkton Combe School</p> <p>Observe first-hand how an established development office operates, spend time with the development director and expand your professional network.</p>





Spring term: Engagement

Explore the different ways in which your school can engage with its community, from differentiating your communication to different constituents, to developing a calendar of events and establishing a careers programme.

	10:00-11:00 Tuesday 19 January 2021	A,B*,E*	Webinar: engaging through careers programmes and networking Speaker: Karen Jones, Fettes Community Engagement Manager, Fettes College
	10:00-11:00 Tuesday 2 February 2021	A,B*,E*	Webinar: engagement and events Speaker: Erin Charles, Head of Development, The Perse School
	10:00-11:00 Tuesday 2 March 2021	A,B*,E*	Webinar: engaging your community Speaker: Caroline Monaghan, Radleian Society Manager, Radley College
	10:00-11:30 Tuesday 16 March 2021	A,B*,E*	Ask the expert forum This forum will discuss 'effective engagement: connecting with your community' with Lorna Stoddart, Director of Development, Director of Winchester College Society.
	10:00-11:00 Monday 29 March 2021	A,B*	School visit: Warwick School Foundation Observe first-hand how an established development office operates, spend time with the development director and expand your professional network.

Summer term: Campaigns






Find out how to run successful capital and bursary campaigns, and where to start when planning your first fundraising campaign.

	10:00-11:00 Tuesday 27 April 2021	A,B*,E*	Webinar: planning a campaign and feasibility studies
	10:00-11:00 Tuesday 11 May 2021	A,B*,E*	Webinar: bursary campaigns
	10:00-11:00 Tuesday 8 June 2021	A,B*,E*	Webinar: capital campaigns
	10:00-11:30 Tuesday 29 June 2021	A,B*,E*	Ask the expert forum This forum will discuss 'creating campaigns: leading a successful fundraising campaign'.

Year 2


Autumn term









Fast-track your fundraising: learning how to communicate with different audiences and stewardship techniques, to the major donor journey and making the ask.

	10:00-11:30 Wednesday 29 September 2021	A,B*,C,D*	Schools' fundraising and engagement toolkit session 1 <ul style="list-style-type: none"> • Communications strategies for different audiences • Saying thank you and stewardship
	10:00-11:30 Wednesday 6 October 2021	A,B*,C,D*	Schools' fundraising and engagement toolkit session 2 <ul style="list-style-type: none"> • Prospect research and wealth screening • Major donor journey
	10:00-11:30 Wednesday 13 October 2021	A,B*,C,D*	Schools' fundraising and engagement toolkit session 3 <ul style="list-style-type: none"> • Moves management and pipelines • Making the ask
	10:00-11:30 Tuesday 19 October 2021	A,B*,C,D*	Ask the expert forum This forum will discuss 'making the ask: managing your major donors'.
	TBC	A,B*,C,D*	School visit Observe first-hand how an established development office operates, spend time with the development director and expand your professional network.

Spring term: Fundraising

Explore the different ways in which your community can give, from creating a sustainable source of income through regular giving, to the often-instrumental gift of a legacy, and how to move your community from engagement to fundraising.

	10:00-11:00 Wednesday 26 January 2022	A,B*,E*	Webinar: friend-raising to fundraising
	10:00-11:00 Wednesday 9 February 2022	A,B*,E*	Webinar: regular giving and annual funds

	10:00-11:00 Wednesday 16 March 2022	A,,B*,E*	Webinar: legacy campaigns
	10:00-11:30 Wednesday 30 March 2022	A,B*,E*	Ask the expert forum This forum will discuss 'the fundraising mix: how to make it work'.
	TBC	A,B*	School visit Observe first-hand how an established development office operates, spend time with the development director and expand your professional network.
<p>Summer term: Managing expectations</p> <p>Find out how to create a culture of giving in your school and how to manage the expectations of senior leaders, through effective monitoring and evaluation, and demonstrating the impact of your fundraising and engagement programme.</p>			
	10:00-11:00 Thursday 5 May 2022	A,B*,E*	Webinar: creating a culture of giving
	10:00-11:00 Thursday 12 May 2022	A,B*,E*	Webinar: monitoring and evaluation of fundraising and engagement
	10:00-11:00 Thursday 19 May 2022	A,B*,E*	Webinar: demonstrating value and impact
	10:00-11:30 Thursday 26 June 2022	A,B*,E*	Ask the expert forum This forum will discuss 'What next? Moving your school's fundraising forward'.
	Date and time to be suited to your individual needs	A	1-2-1 session This bespoke one-to-one session will be an opportunity to ask any outstanding questions, to identify further support from the IDPE community and prepare you for the next steps of your development journey.

IDPE reserves the right to substitute speakers and/or dates where necessary. If in exceptional circumstances a professional development event is postponed, all delegates will be notified and the event will be re-arranged. If a delegate is unable to attend the rescheduled event, then a recording will be made available. When cancelling an event with more than four weeks' notice, IDPE will not be liable for any expenses incurred by the delegate.