




## New to development programme course structure






### Autumn 2021 – Summer 2022

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

#### Autumn term

This term’s face-to-face toolkit will talk you through the nuts and bolts of development, from setting up a development office and creating your first fundraising strategy, to the different ways to fundraise from your school community. Alongside this, our on-demand webinars will focus on how to engage with your community, from reunions and sports matches to careers and mentoring programmes, and then put your questions to our experts on how to move from friend-raising to fundraising.



Session type	Date and time	Content
 In-person Seminar	09:30-16:00 Thursday 11 November 2021 Wellington College	<b>Schools’ fundraising and engagement toolkit</b> <ul style="list-style-type: none"> <li>• Setting up a development office</li> <li>• Managing expectations/working with senior leaders</li> <li>• Creating a case for support</li> <li>• Creating your fundraising strategy</li> <li>• Setting targets and budgeting</li> <li>• Data management</li> <li>• Fundraising and engagement techniques</li> <li>• Observe first-hand how an established development office operates, spend time with the development director and expand your professional network</li> </ul>
 Webinar	On demand	<b>Engagement: events</b> From reunions to annual dinners, sports matches to lectures, events can be a key way to engage with your community. However, organising events takes time and budget, and it can be very easy to get drawn into running events out of habit rather than because they truly meet your community’s needs. What should be your key considerations when planning your events programme? What has changed since the pandemic? And how can you ensure that your events ultimately add value to your development programme?
 Webinar	On demand	<b>Engagement: careers and mentoring</b> Schools are increasingly recognising the value and necessity of placing a ‘world of work’ education firmly alongside the delivery of the academic curriculum, and using your community to enrich your school’s careers’ programme can be the ideal way to introduce constituents to giving back. Mentoring, internships, work experience, networking events – what does a successful careers programme actually include?



		And how can you harness your school community of alumni, parents and friends to support your careers programme?
 <b>Forum</b>	Date TBC	<p><b>Ask the expert forum</b></p> <p>This forum will discuss ‘friend-raising to fundraising: effective engagement = fundraising success’. Explore when is the right time to start fundraising from your school community and how to make the ask.</p>
<p><b>Spring term</b></p> <p>This term’s series of on-demand webinars will explore different fundraising techniques and how to set up and run a successful campaign, followed by the opportunity to ask our experts your questions on fundraising and data protection compliance and legislation.</p>		
 <b>Webinar</b>	On demand	<p><b>Campaigns: creating a compelling case for support</b></p> <p>Successful fundraising starts with your school’s story. Your case for support is your chance to share your school’s vision and purpose, show the difference you want to make, and to bring your community with you on your development journey. This session will explore both how to create a compelling case for support, and how to use it to ensure the success of your fundraising campaign.</p>
 <b>Webinar</b>	On demand	<p><b>Campaigns: planning a campaign and feasibility studies</b></p> <p>Whatever your school is fundraising for, it’s essential to have a plan: what will the development team be doing, and what results do you expect? A feasibility study can be an effective way of testing your case for support and fundraising target with your community, as well as identifying how much to ask for, and who to ask. Join us to explore the key ingredients necessary to create a structured and successful, fundraising campaign.</p>
 <b>Webinar</b>	On demand	<p><b>Campaigns: bursary campaigns</b></p> <p>With the gap in educational attainment widening as a result of the pandemic, the need for transformational bursaries has never been greater. Developing your fundraising ask, maintaining the momentum of your campaign, and sharing the impact of bursaries, are all key elements of establishing a successful bursary programme ... but, where do you start? Join us to explore how to fast-track your school’s fundraising for bursaries.</p>
 <b>Webinar</b>	On demand	<p><b>Fundraising: trusts and grants</b></p> <p>Trusts and foundations can be the ideal way to access funds for a specific project within your school. However, to be in with a chance of success, it’s essential that you find the right grant provider to approach, and tailor your application to their specific criteria. How can you identify which grant providers are the best ‘fit’ for your project? What does a successful application look like? And how can you build longer-term relationships with funders to ensure repeat success?</p>

 <b>Webinar</b>	On demand	<p><b>Fundraising: regular giving/annual funds</b></p> <p>Regular giving programmes can be the first step to introducing your school community to a culture of giving and broadening your donor base. In time, your regular giving programme can provide an annual and relatively predictable source of income for your school. Who should you approach? How much should you ask for? And how can you engage with your regular donors to inspire them to give more?</p>
 <b>Webinar</b>	On demand	<p><b>Fundraising: legacies</b></p> <p>The gift of a legacy can be transformational for a school, and despite the uncertainties caused by the pandemic, income from legacies continues to grow. Explore legacy marketing, legacy societies and how to ensure legacy fundraising remains the cornerstone of your development programme.</p>
 <b>Webinar</b>	On demand	<p><b>Fundraising: corporate fundraising and in-kind support</b></p> <p>Local businesses are often willing to support their local community financially or in kind, but how can you ensure that such partnerships will be worthwhile, both for the corporate and your school? Join us to explore how businesses can support your development programme, which corporates to focus on, and how to create a partnership that benefits both partners.</p>
 <b>Forum</b>	Date TBC	<p><b>Ask the expert forum</b></p> <p>This forum will discuss ‘fundraising right: compliance and legislation’. Explore the fundraising and data protection legislation relevant to schools’ development and how to ensure compliance.</p>

## Summer term

This term’s face-to-face toolkit will focus on building relationships, from how to communicate with different audiences and stewardship, to prospect research, moves management and making the ask. Alongside this, our on-demand webinars will focus on how to create a culture of giving in your school, and how to demonstrate the impact of your development programme.

 <b>In-person seminar</b>	Date and location TBC	<p><b>Schools’ fundraising and engagement toolkit</b></p> <ul style="list-style-type: none"> <li>• Communication strategies for different audiences</li> <li>• Saying thank you and stewardship</li> <li>• Prospect research and wealth screening</li> <li>• Major donor journey</li> <li>• Moves management and pipelines</li> <li>• Making the ask</li> <li>• Observe first-hand how an established development office operates, spend time with the development director and expand your professional network</li> </ul>
 <b>Webinar</b>	On demand	<p><b>Demonstrating impact</b></p> <p>The impact of development goes far beyond the money raised, but how do you measure the different ways in which you engage with your community? This session will explore how to demonstrate the impact of your development programme, both internally to your senior leaders, as well as externally, showcasing the difference your donors are making to your school community.</p>

 <b>Webinar</b>	<p>On demand</p>	<p><b>Creating a culture of giving: how to embed development in your school</b></p> <p>To create a successful fundraising programme, it is essential to get your whole school community, including governors, staff and pupils, engaged in development. This session will explore the ways in which you can embed development within your school to create a culture of giving.</p>
 <b>1-2-1</b>	<p>At a time and date to suit you</p>	<p><b>30-minute 1-2-1 session</b></p> <p>Your 1-2-1 session will give you the opportunity to ask questions and discuss the next steps for your school’s fundraising and engagement programme.</p>

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, a recording will be made available where possible. When cancelling an event with more than four weeks’ notice, IDPE will not be liable for any expenses incurred by the delegate.