

## New to development programme year 2 course structure

Autumn 2021 – Summer 2022

### Year 2

#### Autumn term: Fundraising and engagement toolkit

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

 Virtual seminar	10:00-11:30 Tuesday 28 September 2021	<b>Schools' fundraising and engagement toolkit session 1</b> <ul style="list-style-type: none"> <li>• Communication strategies for different audiences</li> <li>• Saying thank you and stewardship</li> </ul>
 Virtual seminar	10:00-11:30 Tuesday 5 October 2021	<b>Schools' fundraising and engagement toolkit session 2</b> <ul style="list-style-type: none"> <li>• Prospect research and wealth screening</li> <li>• Major donor journey</li> </ul>
 Virtual seminar	10:00-11:30 Tuesday 12 October 2021	<b>Schools' fundraising and engagement toolkit session 3</b> <ul style="list-style-type: none"> <li>• Understanding the donor</li> <li>• Making the ask</li> </ul>
 Online forum	10:00-11:30 Wednesday 3 November 2021	<b>Ask the expert forum</b> This forum will discuss 'making the ask: managing your major donors'.
 School visit	In-person Date and location TBC*	<b>School visit</b> 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.

 <b>Webinar</b>	10:00-11:00 Date TBC	<p><b>Webinar: friend-raising to fundraising</b></p> <p>Successful fundraising is about building relationships. Events, careers and mentoring programmes, and regular communications provide the perfect occasion for developing such relationships, but when should you move from engaging with your community to making an ask? This session will explore how to successfully move from friend-raising to fundraising.</p>
 <b>Webinar</b>	10:00-11:00 Date TBC	<p><b>Webinar: regular giving and 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>	10:00-11:00 Date TBC	<p><b>Webinar: legacy campaigns</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>Online forum</b>	10:00-11:30 Date TBC	<p><b>Ask the expert forum</b></p> <p>This forum will discuss ‘the fundraising mix: how to make it work’.</p>
 <b>School visit</b>	In-person Date and location TBC*	<p><b>School visit</b></p> <p>Observe first-hand how an established development office operates, spend time with the development director and expand your professional network.</p>
<p><b>Summer term: Managing expectations</b></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>		
 <b>Webinar</b>	10:00-11:00 Date TBC	<p><b>Webinar: creating a culture of giving</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>Webinar</b>	10:00-11:00 Date TBC	<p><b>Webinar: monitoring and evaluation of fundraising and engagement</b></p> <p>An essential element of any fundraising strategy is to monitor your performance and consider areas for improvement, but how do you know what ‘good’ looks like? This session will explore how to measure the success of your fundraising and engagement programme, and the role of benchmarking in identifying strengths and areas for development to enhance your performance.</p>
 <b>Webinar</b>	10:00-11:00 Date TBC	<p><b>Webinar: demonstrating value and 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>Online forum</b>	10:00-11:30 Date TBC	<p><b>Ask the expert forum</b></p> <p>This forum will discuss ‘What next? Moving your school’s fundraising forward’.</p>
 <b>1-2-1</b>	Date and time to be suited to your individual needs	<p><b>1-2-1 session</b></p> <p>This bespoke one-to-one session will be an opportunity to ask any outstanding questions, to identify further support from the IDPE community and to prepare you for the next steps of your development journey.</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.

\*In-person school visits are subject to school availability and COVID-19 guidelines