

# FUNDRAISING

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## SERIES

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### PROTECTING TAXPAYER'S MONEY BY FUNDRAISING YOURSELF...

Even with the quite excellent support which IPSA provides there will always be countless non-partisan based projects within a constituency for which Members of Parliament will require extra funding. The taxpayer's purse is necessarily finite but a Member of Parliament's incumbency work in local communities and neighbourhoods is never done.

This course assists Members of Parliament and their staff in focussing on local fundraising efforts - both large and small - so that no stone has to be left unturned, due to funding constraints, when trying to represent your constituents properly.

### WHY LEARN WITH COLLEGE GREEN GROUP?

The focus of our courses is experiential learning and to ensure that you get to do in class what you need to do in the real world. We teach you which of those toolsets to use and in which situation.

### COURSE PRICE

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£395 + VAT

### COURSE DURATION

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1 day

To book a course please call 0207 776 9009

[www.collegegreengroup.academy](http://www.collegegreengroup.academy) College Green Group



## COURSE BENEFITS

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When raising monies for non-partisan communications projects, you cannot always turn to your local party activists to assist – *and sometimes it is absolutely not appropriate to do so.*

This course explains how you find community-based volunteers to help you with your fund raising exploits and also provides detailed real life practical examples that you can deploy at different times of the year.

## KEY AREAS COVERED

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- The key facets of raising money successfully
- Guidance on maximising your potential fundraising
- How to enrol competent and experienced volunteers
- What skills do you need to recruit amongst your team?
- Which types of fundraising should you deploy, at what time of year and with what lead time?
- Considering the logistics of a large fund raising dinner
- How to run a community 200 Club
- The secrets to running a Fete or Jumble Sale
- Finding sources of prizes for the “infamous” Raffle!
- Promoting your events within the community
- Overview of compliance rules
- Matched donations and donation platforms

## COURSE OBJECTIVES

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- Generating community spirit is a vital facet when raising money with the help of volunteer teams
- The development of a clear Strategic Plan is key to the financial success of even the smallest event
- Demonstrating the need for strict budgeting and ensuring a good profit
- Fundraising can be fun but it takes time and commitment. The objective is always two-fold. Community engagement and cohesion, as well as meeting your financial goals



### RICHARD MURPHY

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Richard has over thirty years experience in grassroots parliamentary voluntary community organising, campaigning and fundraising.



# WORKSHOP AGENDA

## FUNDRAISING

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9.00am	Welcome, introductions and background briefing
9.15am	The key to profitable fundraising; maximising your success; and building a voluntary structure for all levels of fundraising
11.15am	Coffee
11.30am	Creating and running a constituency 200 Club and a "Win a Car Club"
1.00pm	Lunch
1.45pm	Considering the logistics required for a successful large Gala Dinner
3.15pm	Coffee
3.30pm	Raffles, Tombolas, Fetes, Jumble Sales and Christmas Markets – how to organise them properly and make them effective
4.45pm	Overview of compliance rules and matched donations and donation platforms
5.15pm	Final questions and conclusion
5.30pm	Close of workshop

Please note that, in addition to a lecture format, this Course will involve frequent attendee participation, discussion, group presentation and feedback.

Pre-Course modules are available for all political courses to bring you up to speed or perfect your knowledge to ensure we all start the course with the same background skill sets and to ensure courses are suitable for those with varied experience.

