

Referred charities will access an e-learning module based on our full day training course 'Developing Your Fundraising Strategy'.

E-learning overview

Developing a comprehensive and effective fundraising strategy is vital to the sustainability of your charity. Taking a strategic approach to your fundraising will help you diversify and strengthen your income streams and enable you to focus resources on areas with the highest return.

This e-learning course will give you the tools and understanding to build a sustainable fundraising strategy for your organisation. It will provide a structured road map and activities to link together your organisational objectives with your fundraising targets and methods, and to develop an action plan to put the strategy into practice.

There are no geographic restrictions or limitations on referrals.

When might the Partner be the most appropriate solution for the charity?

This solution might be appropriate if the charity wants to diversify its income, or is thinking about developing a fundraising strategy and wants to do this inhouse rather than with the Enhance consultancy offer, or is not sure whether the Enhance consultancy offer is what they need at this time. It could also add value to other Enhance solutions, encouraging the charity to work through the steps and upskill staff and trustees in fundraising strategies.

Input needed from the charity

The e-learning module is self-paced, with optional exercises throughout to help the charity go through the steps in developing a fundraising strategy. Depending on what the charity's starting point is and the depth they go into, it could be anywhere from 6hrs upwards to complete. Charities have 90 days to complete the e-learning module.