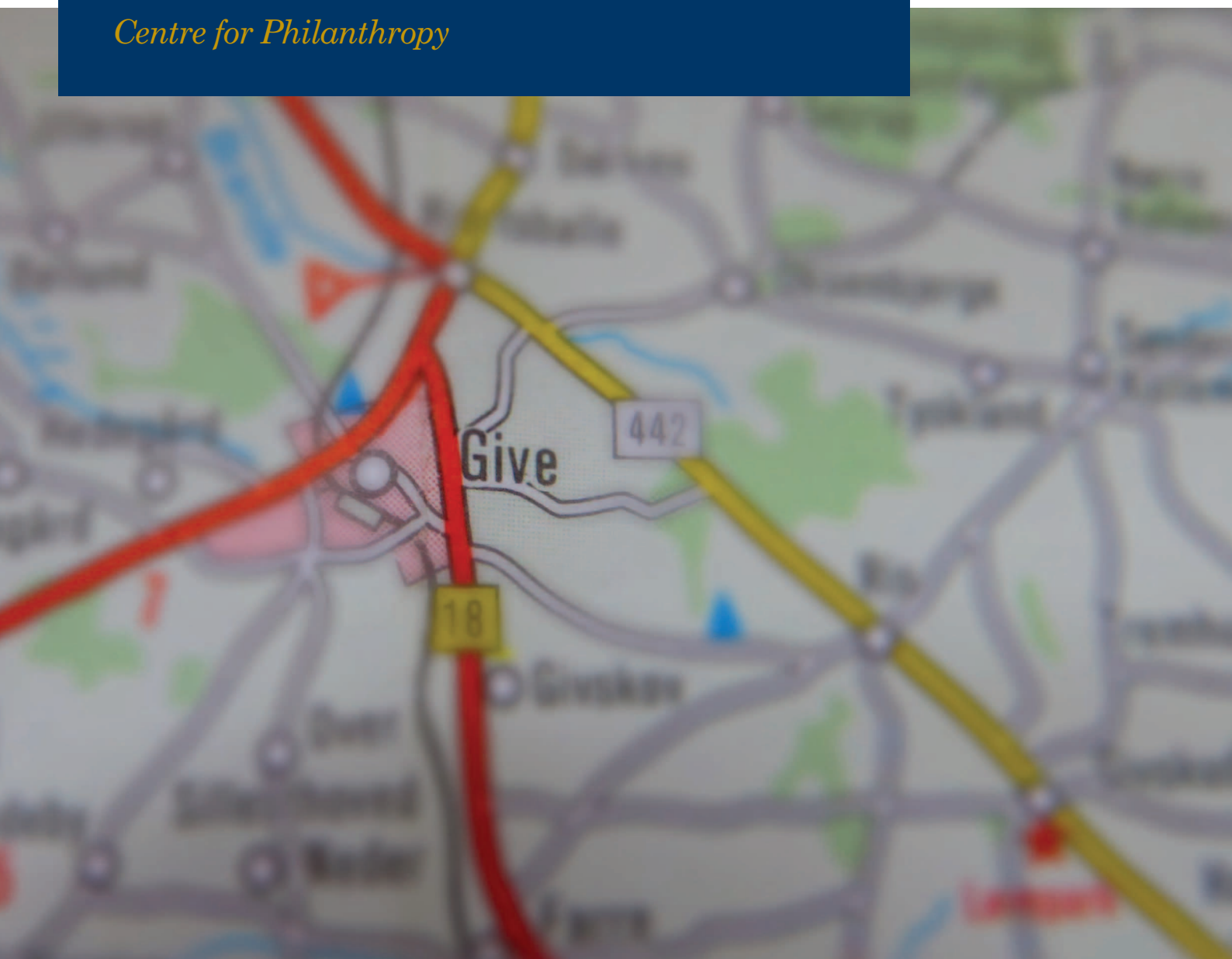


‘HOW TO FUNDRAISE’ TRAINING MAP

Centre for Philanthropy



'HOW TO FUNDRAISE' TRAINING MAP



Introduction

The Centre for Philanthropy is one of the UK's leading centres for philanthropy research, teaching and public engagement. Our aim is to conduct robust research that has practical application and is being used to inform and improve practice. Working in close partnership with the charitable sector, the Centre conducts research on a range of topics including fundraising, major donors, giving across the life course and corporate philanthropy. This research informs our teaching, in which we use innovative methods to engage with a wide range of learners and students, many of whom work in the charity sector or have ambitions to do so. Our expertise makes us a regular source of comment and analysis for the media in Britain and beyond, and we are always keen to explore new opportunities to share our work with diverse audiences.

As part of our research, we keep track of and seek to understand the nature, quality and impact of training for the professionalisation and improvement of both philanthropic and fundraising practice. It is from this process, with the support of the Pears Foundation, that this guide to fundraising training has emerged.

How to use this guide

In this guide, we have charted the fundraising and philanthropy training activities of formal education institutions, fundraising and voluntary sector support groups, online training providers and a number of smaller, emerging consultancies and training providers in the UK. This training map attempts to present this information in a quick and easy to access table for those seeking both free and paid for fundraising training, formal and informal.

Information is presented in a table listing the provider's name (which links to the provider's website). An indication of how training is delivered, the cost of training and in which specialist areas training is provided is also included.

The guide is designed to provide a broad overview of which organisations are providing what training. This list is by no means exhaustive, and training provision changes and develops over time. To that end, we welcome any contributions which highlight training opportunities that we may have missed. If you do know of or provide fundraising training that we haven't covered here, please do email us at philanthropy@kent.ac.uk

Higher Education institutions

Organisation	Format	Cost 2020	Qualification	Individuals	Major Donors	Community and Events	Trusts and Grants	Corporate	Digital	Legacies	Case for Support and Storytelling	Strategy	Leadership Skills	Social and Emotional Skills	Other
<u>Leeds University (Arts Fundraising)</u>	Blended	£1,545	PG Certificate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>St Mary's University</u>	F2F	£8,660	PG Certificate PG Diploma MA								✓	✓	✓	✓	✓
<u>University of Chichester</u>	Online/F2F	£9,250	BA(Hons)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>The Business School, City University, London</u>	Blended	£6,360 £10,000	PG Certificate MSc	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>University of Kent</u>	Blended	£2,700 £5,400 £8,100	PG Certificate PG Diploma MA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



'HOW TO FUNDRAISE' TRAINING MAP (CONT)

Membership and support organisations

Organisation	Format	Cost 2020	Qualification	Individuals	Major Donors	Community and Events	Trusts and Grants	Corporate	Digital	Legacies	Case for Support and Storytelling	Strategy	Leadership Skills	Social and Emotional Skills	Other
<u>Arts Fundraising & Philanthropy</u>	Blended	£25 £900+ Free	Certificate Fellowship	✓	✓			✓	✓		✓	✓	✓	✓	✓
<u>CASE (Higher Education Fundraising)</u>	Blended	£50-£1,000	CPD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>Directory of Social Change</u>	Blended	£199+		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>Foundation for Social Improvement (FSI)</u>	Blended	£0-£360 £1,450 £2,290	Certificate Diploma	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>Fundraising Space</u>	Online	Free							✓						
<u>Institute of Fundraising Academy</u>	Blended	£190-£800 £1,625+ £2,285+ £3,950+	Certificate Diploma Adv Diploma	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>NCVO</u>	Blended	£0-£500									✓	✓	✓	✓	✓
<u>Small Charities Coalition</u>	Blended	£0-£25		✓		✓	✓	✓	✓		✓	✓	✓	✓	✓
<u>SYFAB</u>	Online	£20-£160		✓	✓	✓	✓				✓	✓		✓	

Online training providers

Organisation	Format	Cost 2020	Qualification	Individuals	Major Donors	Community and Events	Trusts and Grants	Corporate	Digital	Legacies	Case for Support and Storytelling	Strategy	Leadership Skills	Social and Emotional Skills	Other
<u>Acumen Academy (MAVA Foundation)</u>	Online	Free	CPD	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
<u>Coursera (US-based)</u>	Online	£37/month	CPD	✓	✓						✓	✓	✓	✓	
<u>Eventtrix (Charity and Fundraising Course)</u>	Online	£99	CPD	✓				✓	✓			✓	✓		✓
<u>Forum Training Professional Development</u>	Online	£299	CPD						✓			✓			✓
<u>Futurelearn (Leeds University)</u>	Online	Free										✓	✓		✓
<u>Futurelearn (University of Kent)</u>	Online	Free		✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
<u>Open Learn (Open University)</u>	Online	Free		✓	✓	✓	✓			✓		✓		✓	✓
<u>Philanthropy University (US-based)</u>	Online	Free		✓	✓	✓	✓				✓	✓		✓	
<u>Udemy</u>	Online	£10+		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<u>Universal Class (US-based)</u>	Online	\$50-\$75	CPD	✓	✓		✓		✓	✓	✓	✓	✓		✓

'HOW TO FUNDRAISE' TRAINING MAP (CONT)

Consultancies and corporate training providers

Organisation	Format	Cost 2020	Qualification	Individuals	Major Donors	Community and Events	Trusts and Grants	Corporate	Digital	Legacies	Case for Support and Storytelling	Strategy	Leadership Skills	Social and Emotional Skills	Other
Amber Consulting	Online	£125						✓							
Bright Spot	Blended	£42+		✓	✓		✓	✓			✓	✓	✓	✓	✓
Bruce Tate Associates	Blended	£50-£150					✓					✓	✓		✓
Charity Comms	Blended	£0-£450							✓		✓				✓
Charity Hub	Online	Free		✓		✓									✓
Charity Knowledge Hub: Gift Aid Essentials	Online	£207													✓
Emily Petty Consulting	Blended	£0-£390											✓	✓	
Fundraising Everywhere	Online	€0-€250		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fundraising Training Ltd	Blended	£45+					✓				✓	✓		✓	✓
Fundraising UK Ltd	Blended	£45+		✓					✓		✓			✓	✓
GetGrants	Online	£75					✓				✓				
Institute for Sustainable Philanthropy	Online Blended	£99 £1,295	CPD	✓	✓				✓		✓		✓		✓
Keda Consulting	Online	£0-£100					✓								
Marsha Miles Consultancy	Blended	£49-£79				✓					✓				✓
Prospecting for Gold	Blended	Free		✓	✓	✓		✓							✓
Solid Management and Consultancy Services	Blended	£750-£1250			✓								✓	✓	✓
The Management Centre	Blended	£25+	CPD	✓	✓		✓	✓			✓	✓	✓	✓	✓



