

We stand for ambition.

University of
Kent

LEVEL 3 FUNDRAISER APPRENTICESHIP



Level 3 Fundraiser Apprenticeship

Learning from our experts with specialist expertise in philanthropy, major donors, charitable giving and legacies, our Level 3 Fundraiser Apprenticeship programme will provide you with the knowledge and skills to identify, build and maintain relationships to raise support for your charitable cause.

Course content

Foundations of Fundraising: We begin with an overview of fundraising and the charity sector, the importance of building relationships with donors and stakeholders, and the ethical considerations and regulations that affect fundraising.

Key Fundraising Concepts and Principles: Next we focus on key fundraising concepts and skills including the case for support, communication methods with internal and external stakeholders, effective supporter care and stewardship, the importance of accurately recording supporter information, and key financial principles such as budgeting and forecasting.

Philanthropic Fundraising in Practice: The final section covers problem solving skills, how to analyse and understand external and market factors, and the key components of a fundraising plan.

Meet the teaching team



Dr Beth Breeze worked as a fundraiser before co-founding the Centre for Philanthropy at the University of Kent. She has conducted many studies on fundraising and charitable giving, co-authored *Why Rich*

People Give and led the annual Million Pound Donor report.



Dr Lucy Lowthian has a long career in the charity sector having worked in community fundraising for charities such as Macmillan Cancer Support and the British Heart Foundation. Lucy is leading

on the development and launch of the Fundraising Apprenticeship.



Becky Phillips has worked in various fundraising and leadership roles and led the trailblazer group that created the Fundraiser Apprenticeship standard. As well as tutoring, designing the curriculum and

assessing for the Fundraiser Apprenticeship, she helps young people from underrepresented backgrounds find careers in fundraising.



Duration

The programme will be studied over 13 months, not including End Point Assessment and will be taught over three academic terms. The End Point Assessment typically lasts for two months.

Delivery

This programme is taught online to fit around apprentices' work and home commitments. In addition, there are two 2-day residential events which will be held at the University of Kent's Canterbury campus.

Fees

The maximum funding for this apprenticeship is £8,000, which can be covered by the Apprenticeship Levy or by government co-investment.

Contact us

To register your interest, email recruitapprenticeships@kent.ac.uk

For more information, and to sign up for our next online Information Session, scan the QR code opposite.

// It's great to have the opportunity to develop myself as a professional fundraiser through this apprenticeship. As well as learning the skills and techniques to be a successful fundraiser, I am getting a stronger insight and understanding into the different methods of fundraising, and the chance to meet people from all sorts of other charities at similar points in their careers. //

Abi Gilbert
Macmillan Apprentice



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