

# clearfundraising

## Mentoring and Bespoke Training for Fundraisers

We recognise that Fundraising is a creative and fun profession, but it is also challenging and demanding. Clear Fundraising are offering a bespoke training and mentoring service for fundraisers that will make a valuable contribution in terms of personal and organisational development. Fundraising can be lonely when you are a sole fundraiser or you are in a situation that you are finding difficult to resolve. As external mentors we are not only able to see things from the outside but with combined experience of over 35 years we are able to offer real and practical solutions. As well as mentoring, we are also providing training either on a one to one basis or in small group settings.

## Who can benefit?

Any fundraiser or Trustee, or even volunteers who wish to increase their fundraising knowledge and skills. We recognise that one-off training sessions are great to give you new ideas and energy, but once back in the office with all the pressure of day to day fundraising, it is often hard to put those new ideas into practice. Mentoring is a powerful way of aiding learning and of developing your skills.

## How does it work?

We will meet you to discuss your needs and draw up your objectives. This will include a confidentiality agreement and the best way to communicate with your mentors. We will provide you with support that is objective and trustworthy. During this first meeting we will also discuss any learning needs. We can then talk to you about one to one training, and of different strands of fundraising which you may need help with.

We can provide tailored packages but the following would be standard practice. We will agree to meet you on a one to one basis for an hour and a half, once a month at your choice of location. You will also have regular access to us by either e-mail or by phone.

## What are the benefits?

As mentors we will guide and empower you. We will support and encourage you and help to resolve issues arising from applying your learning. We will listen and give you realistic advice. We will promote your personal development and help you gain confidence and technical skills in fundraising. Our bespoke training scheme will give you hands-on advice on how to achieve realistic results.

Areas that we can offer support include;

### >> Strategy and setting budgets

Planning, writing strategies and setting budgets are essential to successful fundraising. We will provide hands-on coaching advice on how to set your budget and write your strategy to ensure they are realistic and achievable.

### >> Managing volunteers to best effect

Volunteers are a vital resource but often it feels as if they can set their own agenda. Being external, we can see the dynamics in a group and advise you on how to make small adjustments which will result in more efficiency and a harmonious working relationship.

### >> Tailoring applications

You have your Case for Support and you have a list of appropriate Trusts, but there may be other parts of your work which are fundable. When you are up against deadlines and really feeling the pressure to raise money, we can help with looking at other fundable strands. We can also help you to adjust your Case for Support to make it more acceptable to a wider range of Trusts.

## >> Corporate support and sponsorship

Having devised and run award winning CRM campaigns with local, national and international companies, we can bring a fresh eye to your existing corporate fundraising. Alongside any successful sponsorship campaign will go a communications plan. If you have no in-house PR resource, we can help and advise on this vital aspect of your work.

## >> Mid-range donors

Many charities have supporters who, if asked, could donate a significant sum. Do not overlook the potential for building up a steady, reliable and ongoing stream of funding from a “warm” source. Building a group of key supporters who will give at one level, means that you have an income you can rely on. There is then the potential to grow this group and move them up the giving ladder. We can help you to access these donors, advise how to put in place good stewardship and help you retain them.

## >> Capital appeals and major donors

Having run major capital appeals ourselves we are able to give good advice on how to commission a feasibility study, or run an in-house capital appeal. We can also offer assistance on an essential integrated communications strategy. We can advise on accessing major donors, setting up Appeal Committees, organising research in the most cost effective way and most importantly retaining your major donors.

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## Who we are . . .

Gloucestershire based fundraising consultants; Sue Comber and Clare Skivington have worked for small and large international organisations, including RNIB, Salvation Army, Oxfam and Action for Children. We have a combined experience of over 35 years in fundraising in the not for profit sector raising in excess of £15 million. Trained in large and successful charities, plus the added bonus of varied freelance work has given us both the unique ability to bring in hands-on creative fundraising with a firm knowledge of charity law, strategic planning, staff management and an ability to be innovative. For more information on the bespoke mentoring and training service, please contact:

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