Course for Communities Learning Outcomes

Area A

A1 How to organise and run your AGM

Aims
To enable participants to understand the purpose, rules and requirements of holding an effective Annual General Meeting

Content
An Annual General Meeting (AGM) is a formal meeting held once a year and is a legal requirement for those voluntary organisations that have company status. This meeting is also a great opportunity for you to communicate with volunteers, members, staff, funders and other key stakeholders about your key successes. This course will provide you with the formal information relating to how to structure your AGM so that you can get the most out of this annual opportunity to showcase your organisation's achievements.

Learning outcomes
By the end of the session, participants will:

- understand the annual cycle of governance
- understand the requirements for financial accounting and audit
- understand how to organise and run an AGM

Who this course is for
trustees, board members, committee members and staff of voluntary organisations in Wales

A2 Monitoring and evaluating your organisation

Aims
To enable participants to understand the purpose and application of monitoring and evaluation systems

Content
The session will look at why organisations need to monitor and evaluate their work, who needs this information and how to put an evaluation framework in place which will help you report on your organisation's achievements.

Learning outcomes
By the end of the session, participants will understand:

- what can be measured
- the different methods of measurement
- how to design a simple monitoring and evaluation system

Who this course is for
For organisations or community groups who want to develop monitoring and evaluation systems

A3 Taking minutes

Aims
To provide participants with the skills and confidence to take accurate, and effective minutes

Content
Holding meetings is the most common way we have for starting and developing work plans within our organisations, but given the amount of time we spend of meetings, they need to be run effectively and efficiently. This training course will take you through the basics of good meeting planning and management, from setting agendas to taking accurate minutes.

Learning outcomes
By the end of the session, participants should:

- understand why meetings are needed, what makes a good meeting, the need for minutes and accuracy of reporting
- understand the planning of an agenda and the preparation required
- explore practical tips and useful words for producing good minutes
- consider the blocks to participation

Who this course is for
Anybody who is new to the role of taking meeting minutes or notes, or who would like to refresh their skills

A4 How to incorporate

Aims
To provide participants with the knowledge and understanding of incorporation and the implications for their organisation if they decide to become incorporated.

Content
This course takes you through the different types of incorporated structures available for a voluntary organisation and will provide you with an understanding of the work involved in becoming incorporated.

Learning outcomes
By the end of the session, participants will:

- understand what incorporation means for a voluntary organisation
- explore the different incorporated structures
- know of the implications of setting up and running an incorporated organisation
- understand the key components of a Memorandum and Articles of Association

Who this course is for
Trustees, board members, committee members and staff of voluntary organisations in Wales who are considering becoming an incorporated organisation

A5 Governing your organisation

Aims
To enable participants to understand good governance and the systems by which organisations are run

Content
Governance is the systems and processes which ensure the overall direction, effectiveness, supervision and accountability of your organisation - it is crucial for the effective management of any third sector organisation.

On this course you will explore the principles of good governance, consider how your organisation measures up to them, and explore the systems and the codes of practice you need to put in place to demonstrate you are a good and effective voluntary organisation.

Learning outcomes
By the end of the session, participants will:

- explore the concept and principles of governance
- understand the purpose and uses of your 'governing instrument' (your constitution or rules)
- understand the difference between governance and management
- have considered the Trustee's relationship with paid staff including the Chief Officer
- explore the importance of Nolan principles and Trustee codes of conduct
- understand the roles of Sub-committees and executive committees
- understand the role of AGMs and other membership meetings
- have an overview of good practice in trustee recruitment

Who this course is for
Trustees, potential trustees and staff working with them

A6 Chairing skills

Aims
To provide participants with the knowledge and confidence to be an effective chair of meetings

Content
Meetings are one of the key ways in which the work of a voluntary organisation is progressed, so ensuring they are chaired efficiently and professionally is really important. This course will help you to understand how to plan and run effective meetings, whether you are a volunteer or a paid worker.

Learning outcomes

By the end of the session, participants will be able to:

- identify the role of the chair and consider the knowledge and skills required
- understand the preparation and planning needed for success
- identify tools to work towards a successful meeting

Who this course is for
Individuals who are new to the role of the Chair, or existing Chairs who want to refresh their knowledge

A7 Being a trustee

Aims
To enable participants to understand the duties and responsibilities of being a trustee and what it means in practice

Content
Being a trustee is a responsible voluntary role and one that comes with duties and responsibilities. This course will take you through the legal responsibilities you have when you are a trustee as well as your role and the responsibilities you have towards your organisation.

Learning outcomes
By the end of the session, participants will be able to:

- understand what it means to be a trustee, who can be one and what roles and responsibilities trustees may have
- appreciate what trustees can be liable for, and know how to limit potential risks
- understand the principles of good governance, the roles of specific officers, and the difference between a trustee board and its subcommittees
- have an overview of what is needed for effective trustee recruitment and induction

Who this course is for
Individuals who are new to the role of trustee, or who are considering taking up this role within a charity

A8 Staff recruitment, selection and induction – course under review
(Angela Tillcock)

Aims
To introduce participants to the fundamentals of recruitment, selection and induction

Content
This course will take you through the practical steps you need to put in place to run an effective and fair selection process.

Learning outcomes
By the end of the course, participants should be able to:

- Understand the recruitment process

- Design job descriptions and person specifications
- Understand different approaches to recruitment and selection in the context of equality legislation

Who this course is for
For staff and volunteers involved in setting up systems for recruiting and inducting staff

A9 Managing risk

Aims
To provide learners, with the information, tools and a framework for setting up and implementing a risk management system for your organisation

Content
This session will take you through a practical approach to risk management and will explore how you can analyse and manage risk using tried and tested systems.

Learning outcomes
By the end of the session, participants will:

- have improved their awareness of risks, their likely impact and the importance of taking proactive action
- understand how to introduce a risk framework using tools and techniques to assess, evaluate and manage risk

Who this course is for
Trustees, board members, committee members and staff of voluntary organisations in Wales

A10 Staff supervision and appraisal - course under review (Angela Tillcock)

Aims
To provide participants with the confidence to deliver effective supervisory relationships and staff appraisals

Content
The course will take you through the principles that underpin staff supervision and appraisal to help you get the best out of your staff.

Learning outcomes
By the end of the course, participants should be able to:
- Understand the benefits of supervision and appraisal to staff and the organisation
- Recognise the difference between supervision and appraisal
- Develop and implement appropriate systems for supervision and appraisal

Who this course is for
Those working in voluntary organisations who have responsibility for performance management

A11 Techniques for managing conflict

Aims
To provide participants with tools and approaches to positively resolve conflict situations in the work place

Content
This course will help you to manage conflict at work and learn new behaviours and strategies to help resolve conflict situations.

Learning outcomes
By the end of the session, participants will be able to:

- recognise when and why conflict occurs
- explore the dangers and opportunities in conflict situations and identify our personal responses to conflict
- understand the importance of effective communication skills and techniques for behaving assertively
- develop strategies for successful conflict resolution

Who this course is for
Trustees, board members, committee members and staff of voluntary organisations in Wales

A12 Staff development in your organisation

Aims
To provide you with the skills you need to be able to plan and implement a staff development strategy within your organisation

Content
If you are responsible for planning staff learning in your organisation you need to know how to do it systematically and both to help the organisation achieve its goals and to help individuals to develop their skills and knowledge. This course will provide you with a framework for planning staff development in an effective and efficient way.

Learning outcomes
By the end of this session, participants should:

- be able to undertake a training needs analysis
- know how to develop a training plan
- understand the different approaches to address training and development
- recognise the importance of evaluating training

Who this course is for
Those working in voluntary organisations who have responsibility for line managing and supervising staff

Area B

B1 Introduction to volunteering

Aims:
This course will give you a broad understanding of volunteering in the context of organisations

Content
Are we clear about what we mean by volunteering... what kind of activities do or don't constitute volunteering and where are the boundaries?   The course explores what motivates people to get involved as volunteers and how organisations can benefit. Volunteers may be unpaid but don't come 'free' and some of the cost implications of a volunteer programme are considered.

Learning outcomes
By the end of the session, participants will:

- understand the nature and scope of volunteering and how it differs from paid work
- recognise how and why organisations involve volunteers in their work
- appreciate the resource implications of involving volunteers

Who this course is for
Those responsible for the management of volunteers and volunteer programmes in Wales

B2 Preparing for volunteers

Aims:
This course introduces key management tools and documentation that should be in place before embarking on a successful volunteer programme

Content
The course looks at what makes for a good volunteering policy and what this should include; also to what other policies might be required in relation to volunteers. An overview is given of legal context for involvement of volunteers, with emphasis on the need to avoid unwittingly creating a contract of employment with volunteers and on the duty to keep volunteers safe.

Learning outcomes
By the end of the session, participants will:

- be able to develop a volunteering policy
- have considered what other policies might be necessary
- understand key legal issues relating to volunteers
- be able to identify volunteer roles and draw up volunteer 'task descriptions'
- know how to assess and manage risk associated with a volunteer role

Who this course is for

Those responsible for the management of volunteers and volunteer programmes in Wales

B3 Volunteer recruitment, selection and induction

Aims
This course will help you plan and deliver an effective volunteer recruitment process

Content
Attracting volunteers can be a challenge. Attracting a broad diversity of volunteers can be an even greater challenge.   The course will help you to plan recruitment and to think about materials and approaches that will reach the volunteers you want.   It looks at different steps in the recruitment process, including 'vetting', interviewing, and matching volunteers to volunteer roles.

As an organisation you will need to gather basic information from a new volunteer and the implications of the Data Protection Act are highlighted. Volunteers also need information, in order to contribute effectively and the requirements of an effective induction are considered.

Learning outcomes
By the end of the session, participants will:

- be familiar with a range of methods to attract a diversity of volunteers
- recognise 'selection' as a two way process and be familiar with a range of selection tools
- understand the use of vetting procedures including CRB checks, and recognise their limitations
- understand the purpose and nature of a) volunteer agreements and b) volunteer induction
- recognise potential uses and abuses of volunteers' personal information
- recognise ways in which volunteering can be made more accessible to all

Who this course is for
Those responsible for the management of volunteers and volunteer programmes in Wales

B4 Getting the best from your volunteers

Aims
This course will improve your ability to motivate volunteers and handle difficult situations

Content
Understanding volunteers' motivation is key to maintaining their positive involvement. The course looks at what motivates and de-motivates, and how to give appropriate recognition and opportunities for personal development.

Different ways of offering support and supervision to volunteers are explored, recognising that some volunteers require more of these than others.   We also look at some difficult scenarios, analysing what has gone wrong and what could be done for the best outcome.

Learning outcomes

By the end of the session, participants will:

- understand what motivates and de-motivates volunteers
- understand good practice in relation to support and supervision
- recognise and be able to manage a variety of difficult situations
- know when and how to terminate a volunteering relationship
- be able to assess needs for training and development and recognise different ways of meeting these
- know how to give appropriate recognition to volunteers

Who this course is for

Those responsible for the management of volunteers and volunteer programmes in Wales

B5 Marketing planning - course under review (Angela Tillcock)

Aims

Content

Learning outcomes

Who this course is for

B6 Getting your message across - course under review (Jan Billinghurst)

Aims

Content

Learning outcomes

Who this course is for

B7 Working with the media

Aims
To provide participants with the tools they need to be able to identify relevant news stories and generate coverage through a variety of media

Content

Learning outcomes
At the end of the course, participants will:

- understand what interests journalists and how to get them telling your story
- understand how to communicate their key messages through the media
- be able to adapt their style to suit different media
- be able to write a press release

Who this course is for
Trustees, board members, committee members and staff of voluntary organisations in Wales

B8 Making the most of your website and the internet

Aims
To provide participants with an understanding of how they can effectively use the internet and social media to engage with their customers

Content

Learning outcomes
At the end of the course, participants will:

- understand what the internet can do for their organisation or project
- be able to explore options in relation to setting up and maintaining their website and internet presence
- understand how to use social media to their advantage and build meaningful online communities
- be aware of data protection, data security and accessibility issues

Who this course is for

Trustees, board members, committee members and staff of voluntary organisations in Wales

B9 Accounting basics

Aims
To provide participants with all the knowledge and information they need in order to set up a simple financial system for their organisation

Content
This is an introductory course for those who wish to learn about setting up simple financial systems within a third sector organisation. This is an interactive course which will give participants the opportunity to work through practical examples and ask questions relating to implementation within their own organisation.

A second course "Financial management and controls" has also been developed which focuses on reporting and analysis in more detail.

Learning outcomes
By the end of the course, participants should be able to:

- Understand basic accounting terms and concepts
- Set up and maintain a simple bookkeeping system
- Establish a petty cash system
- Use the system to produce basic financial reports
- Understand the legal requirements for reporting in relation to their organisation

Who this course is for
This course is for those who either have little or no experience of bookkeeping within an organisation, or who wish to refresh their skills and knowledge

B10 Financial Management

Aims

Content

Learning outcomes

Who this course is for

B11 An introduction to results based accountability - course under review (Angela Tillcock)

Aims

Content

Learning outcomes

Who this course is for

B12 An introduction to quality assurance systems - course under review (Angela Tillcock)

Aims

Content

Learning outcomes

Who this course is for

B13 Sustainability - learning outcomes only to be written for this course (Angela Tillcock)

Aims

Content

Learning outcomes

Who this course is for

B14 An introduction to equality and diversity and your organisation - course under review (Angela Tillcock)

Aims

Content

Learning outcomes

Who this course is for

B15 Mental health first aid
- claimable course with no materials or learning outcomes

B16 First aid
- claimable course with no materials or learning outcomes

B17 Food hygiene
- claimable course with no materials or learning outcomes

B18 Protection of vulnerable adults (POVA)
- claimable course with no materials or learning outcomes

B19 Safeguarding children and young people
 - claimable course with no materials or learning outcomes

B20 Health and safety
- claimable course with no materials or learning outcomes

Area C

C1 Negotiating and influencing

Aims

Content

Learning outcomes
By the end of the session, participants will:

Who this course is for

C2 Skills to participate

Aim
To provide participants with the understanding and skills to encourage effective participation in communities.

Content
Community development involves the active participation of individuals in their own community. This course will help you to consider the barriers to participation that people may face, and look at ways to overcome these. You will also examine skills needed for effective facilitation of participation.

Learning outcomes
By the end of the session, participant will:

- Consider power relationships in communities and their impact on community members
- Look at the varying levels of participation in community work, and when each is appropriate
- Identify barriers and incentives to participation, including strategies for overcoming the barriers
- Consider the positives and negatives of networking
- Identify pitfalls in community meetings and the role of the community development worker in facilitating the group through these
- Look at our own speaking and listening skills

Who this course is for
Voluntary sector representatives involved in encouraging participation by community members in community groups

C3 Working together for service delivery

Aim
To provide participants with the tools and knowledge to make informed decisions about whether and how to work with other third sector organisations to deliver services

Learning outcomes
At the end of the course, participants will be able to:
• Understand the benefits and obstacles of joint working
• Identify some of the key practical considerations for joint working
• Assess the merits of different consortium structures

Content
Third sector organisations are increasingly being encouraged to work more collaboratively and form consortia. But working across organisational boundaries can bring difficulties and risks. This training course aims to explore the opportunities offered by working with partners, and to help organisations understand some of the key principles and practical considerations, such as choosing an appropriate structure and developing written agreements.

Who this course is for
This course is intended for staff and trustees of third sector organisations who are exploring whether to work with partner organisations.

C4 How local government works

C5 Introduction to campaigning

Aim
To introduce participants to basics of campaign planning, what to consider, what to avoid and some tips for success.

Content
If you want to have your voice heard with decision makers in order to influence the policies and services that affect the people you work with, you first need to understand who the decision makers are and how to contact them - our introduction to Welsh politics course will help you with this. Then you need to know how to persuade, negotiate with and communicate effectively with these decision makers - in essence you need to know how to campaign and lobby. This introductory course will take you through the basic steps of planning a campaign, give you the opportunity to learn through case studies and will explore the relative merits of different campaign techniques.

Learning outcomes
By attending this course you will be able to ….

• Understand the different stages of campaign planning
• Understand the effectiveness of different campaigning techniques
• Develop increased confidence in campaign planning.

Who is this course for?

This is an introductory course suitable for people working in the third sector who are new to campaigning and lobbying roles, or for those people who only do occasional campaign work.

C6 Demystifying Commissioning

Aim
To provide participants with an understanding of the commissioning process and how they might be involved.

Content
Understanding the commissioning process is vitally important for third sector organisations who are interested in delivering public services. But the world of commissioning and procurement can at times seem daunting and complex.

This training course aims to explain and clarify the process of commissioning and to help you understand the implications of commissioning and tendering for your organisation.

Learning outcomes
At the end of the course, participants will be able to:
- understand the commissioning process for social care services
- assess the areas where third sector providers can be involved
- understand tendering, and how it fits within the commissioning cycle

Who is this course for
The course is aimed at staff and trustees within third sector organisations, and will be particularly relevant for organisations with an interest in health and social care.

Area D

D1 An introduction to sustainable funding

Aims
Providing an insight into how organisations can diversify their income base to achieve financial sustainability.

Content
Topics covered include trading, loan finance, procurement and public service delivery, asset based development, as well as giving and public fundraising.

Learning outcomes
By the end of the course, participants will:

- understand the concept of sustainable funding
- appreciate the skills and approaches required to adopt an entrepreneurial culture
- understand the importance of having a mix of income streams
- learn how to explore and extend their funding and financing options

Who this course is for
The course will benefit those in the early stages of putting into place procedures for working towards achieving financial sustainability for their organisation.

D2 Business and strategic planning

Aims
This course will help organisations understand the importance and benefits of long-term planning and provide them with practical resources to plan more effectively within their own organisations.

Content
Providing practical resources to help organisations plan more effectively.

Learning outcomes
By the end of the course, participants will:

- understand the difference between business and strategic planning
- understand the purpose of business and strategic plans and why every organisation needs one
- appreciate the benefits of the planning process
- be able to develop comprehensive business and strategic plans

Who this course is for
The course is suitable for those new to business and strategic planning or those wishing to gain a further insight into planning.

D3 Grants – fit for funding

Aims
This course will examine all aspects of preparing a funding application and will provide a practical insight into identifying the most appropriate sources of funding for your organisation.

Learning outcomes
By the end of the course, participants will:

- learn how to write concise and compelling applications
- understand how good research, realistic outcomes and accurate budgeting can improve the chances of an application being accepted
- be able to build relationships with grant givers and meet their expectations

Content
Learn how to prepare for and write concise and compelling funding applications. The course will also provide an overview of the current funding climate in Wales and assist organisations in understanding what influences funders.

Who this course is for
The course is suitable for those new to fundraising or those wishing to gain a further insight into fundraising processes.

D4 An introduction to tendering

Aims
At a time when there is a strong drive towards increased public service delivery by the third sector in Wales, tendering is beginning to replace the traditional route of applying for grant funding.
It is vital that the sector responds quickly and innovatively to these changes by understanding the opportunities available and assessing carefully whether to pursue them.

Content
Third sector organisations are increasingly seeking to diversify their income sources by incorporating strategies and techniques to achieve a sustainable funding base. At a time when there is a strong drive towards increased public service delivery by the third sector in Wales, tendering is beginning to replace the traditional route of applying for grant funding.
It is vital that the sector responds quickly and innovatively to these changes by understanding the opportunities available and assessing carefully whether to pursue them. This introductory course has been designed for those new to the world of tendering, particularly smaller organisations.

Learning outcomes
The course will:
- improve understanding of the differences between grants and contracts
- increase knowledge in the area of tendering
- provide guidance about the tendering process
- explore the potential of joint working when considering public service delivery

Who this course is for
The course is intended for third sector staff and/or trustees with a responsibility for strategic direction and financial management. It has been designed for those new to tendering.

D5 Trading

Aims
This course will offer an insight into how to develop trading opportunities

Content
Trading, or selling goods or services, is one of the routes involved in developing a sustainable income base. This course will offer an insight into how to develop trading opportunities. It will focus on the skills and attitudes required to develop an entrepreneurial culture as well as the practicalities of setting up a trading initiative.

Learning outcomes
By the end of this course participants will be able to:

- assess their potential for trading goods or services
- understand the processes involved in developing a trading idea
- develop a competitive advantage
- know where to go for further information, help and advice

Who this course is for
It is intended for those with a responsibility for strategic direction and fundraising and is suitable for experienced fundraisers wishing to gain an insight of how trading can assist organisations to become financially sustainable.

D6 Loan finance

Aims
This course will assist organisations to better understand loan finance as well as potential benefits to their organisation.

Content
The availability and accessibility of loan finance to the third sector has increased considerably in recent years. Loans are however not appropriate for everyone and should only be considered if they will benefit an organisation and that organisation has appropriate structures and systems in place to repay the borrowing.
This course will assist organisations to better understand loan finance as well as potential benefits to their organisation.

Learning outcomes
By the end of the course, participants will:
- understand the advantages and disadvantages of loan finance
- be in a position to decide if loan finance is an option
- explore commercial and other sources of loan finance

- know where to go for further information, help and advice

Who this course is for
Staff and board members of frontline voluntary and community organisations with a responsibility for strategic direction and fundraising. The course is suitable for experienced fundraisers wishing to gain an insight of how loan finance can assist their organisation to become financially sustainable.

D7 Making assets work

Aims
The course is suitable for experienced fundraisers wishing to gain an insight into asset based development and how it can assist their organisation to become financially sustainable.

Content
Community assets are currently high on the agenda in Wales with the establishment of the Welsh Assembly Government and the Big Lottery Fund Community Asset Transfer fund.
It is increasingly becoming recognised that the community management and ownership of assets can create vibrant and sustainable communities but asset based development might not be for everyone.

It is not just about the process of developing an asset; it is also concerned with the management of the asset on a day-to-day basis and developing the asset to generate sufficient income to become sustainable.

Learning outcomes
By the end of the course, participants will:

- understand the advantages and disadvantages of asset based development
- decide if asset based development is an option
- appreciate the skills required to develop, manage and ensure the long-term sustainability of such ventures
- explore sources of funding and finance for assets

Who this course is for
Staff and board members of frontline voluntary and community organisations with a responsibility for strategic direction and fundraising. The course is suitable for experienced fundraisers wishing to gain an insight into asset based development and how it can assist their organisation to become financially sustainable.

D8 Community fundraising

Aims
This course will explore how to maximise fundraising opportunities by working with local communities.

To enable participants to raise funds from local communities through developing volunteer networks.

Content
It demonstrates the importance of taking a marketing approach to identify appropriate fundraising activities. It emphasises the importance of good practice in the management of volunteers including planning fundraising activity, and recruiting, supporting and developing volunteers to achieve fundraising success. However, it also introduces the concept of leadership and the importance of communicating an appealing vision which is attractive to volunteers.

Learning outcomes
By the end of this course participants will be able to:

- create a plan for fundraising from their local community
- develop appropriate cases for support
- develop a network of local groups
- recruit, manage and support fundraising volunteers
- implement community fundraising activity
- ensure they comply with relevant legislation and best practice
- know where to go for further information, help and advice

Who this course is for
It is intended for those new to community fundraising and those wanting to increase their understanding of the potential for fundraising from the local community.

D9 Individual giving

Aims
To enable participants to recruit and develop individual donors in order to provide a sustainable funding stream for their organisation.

Content
This course takes a marketing approach to fundraising from individuals. It looks at what motivates people to give and how to go about recruiting and developing individual donors.

Learning outcomes
By the end of this course participants will be able to:
- recognise the importance of marketing techniques
- understand what motivates people to give
- create a plan for fundraising from individuals
- develop appropriate cases for support
- take advantage of tax-effective donations and gifts
- ensure they comply with relevant legislation and best practice
- know where to go for further information, help and advice

Who this course is for
It is intended for those new to fundraising from individuals and those wanting to increase their understanding of the potential for fundraising from individual donors.

D10 Internet fundraising

Aims
This course will introduce you to digital fundraising and the most common methods currently being used to generate income in this way.

Content
The internet, email and mobile technologies are now having a great impact on fundraising, creating strategic opportunities for the third sector. Digital media is becoming increasingly used to attract, engage and develop potential supporters.

Learning outcomes
By the end of this course participants will be able to:
- create a plan for fundraising from digital media
- develop appropriate cases for support
- implement digital fundraising activity
- ensure they comply with relevant legislation and best practice
- know where to go for further information, help and advice

Who this course is for
It is intended for those new to digital fundraising and those wanting to increase their understanding of the potential for fundraising through these media.

D11 Planning and writing successful funding bids

Aims
To provide participants with an opportunity to master new techniques to develop and write successful funding bids.

Content
The funding environment is becoming more and more competitive with most funders receiving thousands of requests for support each year. It is therefore vital that your funding bids stand out from the crowd! This training course will help you learn how to improve your funding bids by adopting a structured approach to the planning and writing of your future applications.

Learning outcomes
By the end of the course, participants will be able to:
- understand the current funding climate in Wales and its impact on funders
- review their current approach of developing a bid
- apply new tools and techniques to give their bids a winning 'edge'
- understand and meet the expectations of funders

Who this course is for
This course is intended for experienced bid writers wanting to further develop their knowledge and skills to produce compelling funding bids. It is NOT suitable for those with little or no previous experience of grant funding.

D12 Working with outcomes

Aims

To provide participants with the knowledge, tools and techniques to use and practice an outcomes approach to the planning, management and on-going development of their work.

Content
In today's economic climate understanding and demonstrating your impact will not only help you build good working relationships with funders but can also help you improve your planning mechanisms resulting in more effective service delivery. This training course will introduce you to the steps involved in planning, managing and developing an outcomes approach to your work.

Learning outcomes
By the end of the course, participants will be able to:
- understand the benefits of using an outcomes approach and how it relates to their work
- identify and describe the activity, results and difference that their work will make
- design and implement a monitoring and evaluation system for gathering and analysing information

Who this course is for
This introductory course is intended for those new to working with outcomes and monitoring and evaluation systems. It is NOT suitable for experienced evaluation practitioners.

D13 Preparing a sustainable funding strategy

Aims
This course will help organisations understand the importance and benefits of adopting a structured approach to fundraising in order to develop a sustainable income base.

Content
How to adopt a structured approach to fundraising. This course will help organisations understand the importance and benefits of adopting a structured approach to fundraising in order to develop a sustainable income base. It will also provide organisations with practical resources to explore the range of funding options available to them. The course is suitable for those new to fundraising or those wishing to gain a further insight into planning fundraising efforts.

Learning outcomes
By the end of the course, participants will:
- understand what a sustainable funding strategy is and why they need one
- learn how to explore and extend their fundraising options
- be able to construct a realistic and sustainable fundraising strategy

Who this course is for
The course is suitable for those new to fundraising or those wishing to gain a further insight into planning fundraising efforts.

D14 Running a successful capital appeal

Aims

To provide participants with the knowledge, tools and techniques to develop and implement a successful capital fundraising campaign.

Content
If your organisation is thinking about embarking on raising funds to launch a major new service or a large-scale building project then this course is for you. Raising funds for a capital project can seem like a daunting task but this course simplifies the process and shows you how, with careful planning and strong leadership, you can succeed. The course is based on models used successfully in the UK and US, with case studies from winning capital campaigns in Wales.

Learning outcomes
By the end of the course, participants will be able to:
- assess whether your organisation is ready for a capital campaign
- plan your campaign
- ensure effective leadership
- manage the campaign, implementing the private and public phases of the appeal through to completion
- ensure you comply with relevant legislation and best practice

Who this course is for
This course is intended for those new to capital appeal fundraising and is suitable for chief executives, senior managers, fundraisers and trustees, considering launching a capital appeal.

D15 Introduction to trust fundraising

Aims
To provide participants with the knowledge, tools and techniques to raise money from charitable trusts.

Content
There are nearly 9,000 grant-making trusts in the UK. Who are they? What do they fund? How can you find out more about them? What makes a successful application? This introductory course for those new to trust fundraising will answer these questions and more. It will focus on those trusts with a particular interest in Wales.

Learning outcomes
By the end of this course, participants will be able to:

- understand what are grant-making trusts and foundations
- be aware of what trusts fund
- know how to research trusts
- appreciate the key factors in a successful application
- recognise how to connect with and develop relationships with trusts
- ensure they comply with relevant legislation and best practice

Who this course is for
This course is suitable for trustees, staff or volunteers wanting to find out more about the potential for raising money from trusts.