

Introduction to Grantseeking

Friday 18 May, 2018, [Exeter Library](#), Castle Street, Exeter, EX4 3PQ

Aims for the day:

- Understand the pathways for securing high value funding and, in particular, use techniques to respond to funding opportunities;
- Use a formula for building rapport with funders, before submitting a proposal;
- Understand the key elements of a good funding proposal;
- Apply at least two creative writing techniques;
- Develop and immediate action plan to improve your bid writing.

The course is designed for staff from all sectors who need to write bids to a range of funders to support projects. It will be led by Bill Bruty.

Programme

10.00	Arrival, registration, coffee/tea
10.30	Welcome and introduction to the course.
10.45	The Five Pathways to securing high value donors.
11.30	Responding to funding opportunities, building rapport, finding out more about the funders and evaluating the potential.
12.15	Writing effective applications - a checklist for a successful funding application.
13.00	Lunch, kindly provided by CILIP SWMN.
13.45	Persuasive writing techniques - making statements memorable and being concise.
15.15	Participants' action planning and conclusions.
16.00	Close and depart.

Booking form can be downloaded [here](#).

About the trainer: Bill Bruty

Bill has been a professional fundraiser since 1984 and has worked as Fundraising Manager or Director for three large national charities in the UK. As a fundraiser, he has successfully raised several million pounds from some of the world's largest companies and foundations, such as Marks and Spencer, Barclays Bank and the Sainsbury family Trusts. He is also one of the world's leading fundraising trainers, working with clients as diverse as UNICEF, Cancer Research UK and the British Society of Audiology. Half of the clients are overseas, as Bill undertakes consultancy work and runs training programmes globally, especially in Africa. Bill also works with funders, such as Porticus and the Pan American Development Foundation. He specialises in imparting the skills required for effective grant seeking from trusts, government, companies and wealthy individuals. For more information please see www.fundraisingtraining.co.uk

Course fee: £50 per person for SWRLS and CILIP SWMN members.

Places on the course are limited. The booking form can be accessed here or please see the SWRLS website www.swrls.org.uk or contact: Shelagh Levett, director@swrls.org.uk



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SWRLS: Uniting, inspiring and collaborating across libraries, information services and cultural organisations in the South West.