

Fundraising for Outdoor Learning

The Natural Connections Project



This event is open to all. The focus is on fundraising for outdoor learning but the principles will be transferable to any situation.

Tutors:

- Simon Pearson MInstF of Pearson Fundraising
- The Real Ideas Organisation
- Phil Geraghty, Managing Director of crowdfunder.co.uk

Audience:

- Primary, secondary and special school staff: TAs, teachers, school managers, Head Teachers, Governors, PTFA, etc
- outdoor learning providers who work with schools
- all those who want to raise funds for outdoor learning activities in a school setting

The aim of the day is to:

- hear from national experts in the fields of fundraising
- give participants an overview of funding 'dos & don'ts'
- give an introduction to creating a fundraising plan [with a focus on outdoor learning]
- help you develop your case for support
- understand the key funding bodies for outdoor learning
- understand how to set up innovative income generation and enterprise schemes inspired by the natural environment
- crowdfunding – how this new form of fundraising can support your project
- give practical examples with transferable ideas to your own setting
- network with others looking to develop outdoor learning spaces and projects
- give you an opportunity to develop your own crowdfunding project

Dates:

Wed. 29 th Jan. 2014:	Babbage Building, Plymouth University. PL4 8AA
Tues. 11 th Feb:	The Learning Institute, Roche, Cornwall. PL26 8LG
Thurs. 27 th Feb:	Tyntesfield [National Trust], Wraxall, Somerset. BS48 1NX
Wed. 12 th March:	Occombe Farm, Paignton, Torbay. TQ3 1RN
Thurs. 20 th March:	Create Centre, Bristol. BS1 6XN

Cost: £95 + VAT per person; includes refreshments, lunch, hand-outs, etc
other people from same organisation: £45 + VAT per person

Please note there is a 20% discount for Natural Connections Schools

Booking: places will be limited and we expect a good deal of interest as this is a new training programme that has not been delivered before. Please book your place by contacting Laura Moore: laura.moore@plymouth.ac.uk or 01752 585399

Cancellation policy: Cancellations made 29 days or more prior to the event will receive a full refund. Cancellations made 15 – 28 days, prior to the event will receive a 50% refund. Cancellations made less than 2 weeks prior to the event will not receive a refund.

"My organisation hired Elinor from RIO to help with a fundraising strategy and to focus my output in income generation activities. From the first time I met Elinor I was impressed. She is very professional, extremely knowledgeable in her practice and highly innovative and creative... I cannot recommend her enough!"

Programme:

9.30am – arrival [except Plymouth: arrival 10am] **coffee/ welcome**

10am – Introduction: the Natural Connections Project. Aims of the day.

10.10am – Simon Pearson, RIO & Phil Geraghty: why income generation and fundraising matter to schools and organisations. What is the current context for schools and organisations, and what might the future look like? What difference can new income streams make? What does fundraising good practice look like? What you need to consider. Q & As.

11.15am - 11.30 break

11.30am Simon Pearson & RIO: where do you start? What are the basic fundraising principles? What are the different forms of giving? Getting to grips with some strategic ideas and the essentials of a Fundraising Plan. Making the case for support.

12.15 – making your case - practical workshop.

12.30 - 1.15pm lunch

1.15– RIO: enterprise schemes & income generation models. What these can achieve. How enterprise and income generation supports learning. Some great examples of projects inspired by the outdoors / the natural environment.

2 - 2.15 break

2.15 Phil Geraghty – ‘crowdfunding for outdoor learning’. What is crowdfunding and how does it work? How to get the most from crowdfunding and what makes a successful campaign. Practical workshop to develop your own fundraising campaign.

3pm - Simon Pearson, RIO & Phil Geraghty: your questions & next steps

3.30pm finish [4pm finish in Plymouth]

crowdfunder.co.uk is the UK's largest crowdfunding network having launched more than 3,000 projects, raising over £1,000,000

Simon Pearson has 20 years' experience as a fundraiser, having worked with a range of clients in the education, charity, arts, health and natural environment sectors

Please note: all participants will receive a full workshop pack on the day with presentation notes, a list of funders and other useful information. Fundraising support is also available at www.growingschools.org.uk