

2011-2012



SVS Training Programme



c.quinn@southamptonvs.org.uk
Southampton Voluntary Services
2011-2012



Investing in Good Information

Half day workshop 29/11/11

9.00-12.30pm

£10

HALE
elizabeth

Invest a morning finding out about how to make information work for you. Think about how you can improve the way you:

- **Collecting and using information**
- **Report your progress and performance to Boards, management teams and the public.**
- **Run your information and performance management systems**
- **Make sure your data is of good quality**
- **Show what difference you are making**

Please click the link to book onto this course:

<http://form.jotform.com/form/12294808391>

For more info: www.southamptonvs.org.uk/updates/training-events

How to Develop Corporate Support-

13/12/11 9.30-16.30

£ 60 for SVS members

£ 85 for Non –members (lunch included in both prices)

DIRECTORY OF SOCIAL CHANGE

Noam Kostucki

An introduction to corporate fundraising; which aims to give participants the tools and confidence to start developing corporate fundraising opportunities for their organisation.

Content

- **Key characteristics of corporate fundraising**
- **Company motivations**
- **Identifying your organisation's key selling points and how to package**
- **Dealing with ethical issues**
- **Tax and VAT implications**
- **How to research for potential corporate partners**
- **Making confident approaches**
- **Maintaining relationships**

Thinking Differently about Fundraising

20/12/11 9.30-16.30

£60 for SVS Members

£85 for Non-members (lunch included in both prices)

DIRECTORY OF SOCIAL CHANGE

Noam Kostucki

The tried and tested ways of fundraising may well be working well for you, but if you want to look at the bigger picture and for more radical alternatives, this course will encourage you to think outside the box.

Content

- The alternatives to 'traditional' fundraising
- Social entrepreneurship- the commercial approach
- Social media- online tools like Facebook, Twitter, You Tube etc
- Not asking for money- in-kind donations, volunteering and pro bono support
- Creating "intangible value" and going back to the vision of the founder

Effective Fundraising Practice

2 day course: 16th-17th January 2012

9.30-16.30

£120 for SVS members

£170 for non-members (lunch included in both prices)

DIRECTORY OF SOCIAL CHANGE

Noam Kostucki

Fundraising isn't easy. Coming on this course will teach you the basics so you don't make obvious mistakes, and show you tactics that help you get the money you ask for.

Content


- Reality of fundraising in the UK- statistics, facts and figures
- Donor motivation and how to maximise donations
- Basic fundraising techniques and useful tools to raise money from individual donors, major donors, corporate support, trusts and foundations, and trading
- Making an appeal, how to present to funders and communicate effectively
- Case studies- what do others do better and how can we learn from others' mistakes and successes?

Duties of a Company Secretary 24/01/12 9.30-16.30 £60 SVS members £85 for non-members (lunch included in both prices)	 Jacqueline Williams
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Complying with charity and company law is pretty important. Whatever your constitution the duties associated with a company secretary need to be carried out, from filing returns to maintaining registers. You need to get it right.

Content

- **The role of company secretary**
- **The relationship between company law and charity law**
- **Structure of charities, the role of trustees and management committees**
- **The duties of the company secretary: administration, register of meetings, directors’ meetings, extraordinary general meetings, the AGM and its preparation, sub-committees, dealing with Companies House and Annual Returns**

Bid Writing for Commissioning 31/01/2012 9.30-16.30 £60 for SVS members £85 for non-members (lunch included in both prices)	 Stephenie Linham
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The words commissioning and procurement process can strike fear into the most experienced fundraiser or manager. But actually, if you take the time to understand the language, regulatory framework and context that commissioners work in, you’ll find that you can produce a first class bid that gives you a better chance of winning the contract.

Continued.....

Content

- Key legal and regulatory rules that commissioners should follow and how to influence the process
- What evidence is needed to support a bid and how to make a compelling case
- Developing a successful bid using a range of tested techniques
- Putting the bid together- analysis of case studies based on real bids
- Review of likely developments such as joint bidding and changes in commissioning practice
- Identify issues for your own organisation to work on

Effective Fundraising Strategy

2 day course: 14th and 15th February 2012

9.30-16.30

£120 for SVS members

£170 for non-members

DIRECTORY OF SOCIAL CHANGE

Noam Kostucki

Hit and miss approaches to fundraising rarely work, and the bigger you ask the more people, plans and processes you need to get right. It helps enormously if you have a clear strategy. This course will show you how to get it right.

Contents

- Elements of a fundraising strategy: How to identify and work with the fundraising team
- Thinking strategically about statutory bodies, trusts and foundations, corporate and individuals
- Basics on team and volunteer management, including how to manage fundraisers
- Overview of funding sources and revenue streams- maintaining a healthy mix
- Fundraising in your organisation- where does it fit?
- Assessing fundraising potential through examination of internal and external environment

For more information: c.quinn@southamptonvs.org.uk Tel:02380228291

Effective Marketing for Small Organisations

21/02/2012 9.30-16.30

£60 for SVS members

£85 for non-members (lunch included in both prices)

DIRECTORY OF SOCIAL CHANGE

Stephenie Linham

If you want people to support your cause they have to know about it and about you.

This is for those who need to have a basic understanding of marketing and practical methods to implement.

Content

- Overview of marketing in the voluntary and community sector
- The marketing mix and the marketing toolbox
- Defining, segmenting and targeting your customers
- Basic rules of producing good copy
- The psychology of using images, quotes and text
- Introduction to developing a marketing strategy

Click the link to book onto any Directory of Social Change courses:

<http://form.jotform.com/form/12891346423>

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Southampton Voluntary Services