



## Develop professional fundraising capability at zero cost

The immediate impact of COVID-19 has increased the need for social and support services. Charities need to make a big impact, fast. Yet with fewer resources, fundraising teams are being profoundly challenged to make the most of every channel and opportunity.

### Use your Apprenticeship Levy to support and upskill your fundraising team

Only a quarter of charities are estimated to have reserves large enough to last three months. Yet short-term actions such as cost-reduction or service cutbacks are not sustainable if the third sector is to increase its impact and help those most in need.

Charities need their fundraising teams to show even more innovation and creativity in identifying the right targets at the right time, making appropriate 'asks' and demonstrating impact.

**Corndel's Fundraising Diploma enables you to increase income generation and find, develop and keep the best talent.**

**All by using your Apprenticeship Levy.**

- ✓ Build more **sustainable donor relationships**, through stewardship planning, emotional intelligence and building trust.
- ✓ Create **stronger campaign plans**, built upon detailed donor/market analysis, clear objectives and performance management.
- ✓ Achieve **more effective 'asking'** by understanding supporters' motivations, telling better stories and harnessing the power of digital.

#### Your fundraisers will benefit from:



Access to expert coaches with a background in fundraising and non-profits.



Course material designed specifically for the third sector, by sector experts.



Programme delivery by a multiple award-winning education provider.



An investment in their career development, funded by the Apprenticeship Levy

In partnership with:



# Corndel's Level 3 Diploma in Fundraising

## Who will benefit?

Candidates will typically already work in a fundraising role but want to develop their skills and knowledge and achieve a professional status – so that they can contribute more to their cause.

The Diploma is designed to give fundraising professionals the skills they need to **effectively plan, manage and deliver successful campaigns** of all shapes and sizes – from individual giving to large donors and major gifts – significantly increasing charities' return on investment.

## Programme features

**13-month programme | Multi-format self-led learning | Fortnightly one-to-one coaching | Peer group workshops**

Units covered:

- Personal and professional development
- Effective Fundraising
- Understanding how to make appropriate asks
- Fundraising planning
- Building long-term relationships with supporters
- Financial principles of fundraising



Working with Corndel is perfect for us as they work in true, long-term partnership with us, immersing themselves in our culture and organisational context.

**Brett Terry**  
People Director, NSPCC



**Corndel is an industry leading training company, already working with some of the UK's biggest charities, non-profits and commercial businesses.**



- We are **market leaders** in designing and delivering practical, tailored apprenticeship programmes at zero-cost to our clients.
- We work with over **3,500 learners annually**, helping each of them to do their jobs better and to enhance their careers.
- Bite-sized, **modular course content** that aligns with day-to-day working practices is delivered through video, audio and text.
- Dedicated, **personal coaching** underpins every learning experience, developing practical skills that deliver real impact.



**Take the next step towards fundraising excellence.**

Talk to us on 020 8102 9040  
or email [info@corndel.com](mailto:info@corndel.com)



**Corndel**  
Highgate Studios  
53-79 Highgate Road  
London NW5 1TL

020 8102 9040  
[info@corndel.com](mailto:info@corndel.com)  
[www.corndel.com](http://www.corndel.com)