

The Corndel Fundraising Diploma



Corndel
Fundraising.

Fully funded by your
Apprenticeship Levy

Launching Tuesday
22nd September 2021

Launching in September 2021, Corndel is excited to offer UK employers the opportunity to build fundraising capability throughout their organisations with the Levy-funded Fundraising programme.

The opportunity

Corndel is delighted to invite UK charities to sign up to our Fundraising Diploma cohort.

This opportunity will enable you to increase income generation and find, develop and keep the best talent.

Corndel has worked closely with the trailblazer group, and is the first provider in the UK to deliver the new Level 3 Fundraiser Apprenticeship Standard.

Corndel's programmes are usually only available in single-employer cohorts. Corndel is working with a number of select organisations to create a cohort comprising multiple charities that may not be able to meet the minimum number for an exclusive cohort.

Why fundraising?

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.

The Corndel Fundraising Diploma enables organisations to identify the right targets at the right time, making appropriate 'asks' and demonstrate impact.

Fundraisers will benefit from:

- Networking with fundraisers and support engagement teams within other large charities.
- Associate Membership to the Chartered Institute of Fundraising for the 13-month duration of the course.
- Access to professional one-to-one coaching with an experienced coach who understands the sector.
- A Foundation Certificate in Fundraising from the Chartered Institute of Fundraising.

Corndel is an industry leader in the delivery of bespoke Levy funded training programmes for the UK's most successful organisations.



Who is it for?



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.

Improved fundraising skills



Upon completion, employees will have the skills to:

- 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.

Programme features



- 13-month blended delivery model
- Fortnightly coaching with a Professional Development Expert
- Peer group workshops
- Practical projects to embed learning
- £8,000 course fully funded by your Apprenticeship Levy

Course covers



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

How to find out more and key dates

Today:

Contact Corndel to register your organisation's interest in this opportunity. A member of the team will be in touch promptly to set up a call to talk about the programme in more detail, answer any questions you may have, and give advice on the best ways to promote this opportunity internally.

18/08/21:

Corndel will host an insight session for prospective participants. This will give participants an overview of the programme delivery, structure and qualification with key next steps to follow if they choose to join.

27/08/21:

Enrolment and onboarding process begins.

22/09/21:

Programme launch.

Contact us

To find out more about using your Apprenticeship Levy to build your fundraising capability, contact:

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