

Fundraising Strategy Support Programme

Programme Information

Museum Development Midlands (MDM) and Arts Fundraising & Philanthropy are pleased to provide this important strategic training programme to **ten museums** in the Midlands. From January to March 2025, we will welcome **up to two participants from ten organisations** to join us through a series of workshops, developing your skills and supporting you to create your own fundraising strategy.

Over the course of three online workshops with your cohort lead, you will establish a robust framework to begin building your fundraising strategy, which you will then continue to develop internally within your organisation.

The online sessions will cover:

- An overview of the sector
- Overview of a fundraising strategy
- Assessing yourselves
- Assessing the external environment
- Benchmarking
- Messaging and positioning
- Identifying opportunities
- Conducting research into prospects
- Organisational resource

The workshops will take place online on the following dates:

- Session 1: Tuesday 21 January 2025, 10am to 12noon
- Session 2: Tuesday 25 February 2025, 10am to 12noon
- Session 3: Tuesday 25 March 2025, 10am to 12noon

Please note, the lead participant from each organisation will need to be available for all three sessions to join the programme.

As part of this programme, Arts Fundraising & Philanthropy will provide you with a template strategy, which includes a step-by-step guide and clear format for developing a fundraising strategy.

Your cohort lead will then be on hand throughout, providing direct feedback on your strategic document, guiding you as you develop your plan, and supporting you and your organisation to achieve success.

If you have any questions about the programme please email annie.jarvis@cause4.co.uk

Eligibility

Places are available for two participants from up to ten organisations. To be eligible for this programme, organisations must:

- Be a museum or heritage organisation in the Midlands that is either Accredited or officially Working Towards Accreditation that is not an Arts Council England National Portfolio Organisation (NPO) or a Nationally funded museum
- Nominate a lead applicant from the organisation to complete the application form and take part in the programme
- Ensure the lead participant can attend all three online events
- Agree to the data sharing arrangements between Arts Fundraising and Philanthropy and MDM (see 'Delivery Partners and Data Sharing' section below)

Participants can be either paid staff, volunteers or trustees, but must be able to enact change and implement learning from the programme.

There are places available for up to two participants per organisation. We recommend nominating a second participant to support work on the fundraising strategy between workshops and implement learning from the programme.

Ready to Apply?

To apply for the Fundraising Strategy Support Programme, [please fill out this online application form](#) by **5pm, Monday 25 November 2024**.

This is an open call process for applicants to apply. Given that we are only able to offer ten organisations a place, we will award organisations based on your ability to tell us what support is needed and why; how it will benefit the organisation and your communities, and why the organisation should be selected and how you will maximise the opportunity.

You'll be notified of the outcome by **5pm, Friday 6 December 2024 at the latest**.

Please note that we will ask all successful applicants to provide us with some feedback following the programme to feed into our evaluation.

Delivery Partners and Data Sharing

The Fundraising Strategy Support Programme will be delivered by Arts Fundraising and Philanthropy on behalf of MDM. Arts Fundraising and Philanthropy is an Arts Council England (ACE) funded Investment Principal Support Organisation run by Cause4.

MDM and Arts Fundraising and Philanthropy have a 'Third Party Data Processor Agreement' in place to ensure that they are looking after your personal data in an efficient and compliant manner.

The online application form is administered by Arts Fundraising and Philanthropy, and both Arts Fundraising and Philanthropy and MDM will need to access the information submitted on the application form as part of the selection process.

By submitting the online application form, you are giving permission for Arts Fundraising and Philanthropy to share your answers with MDM. You can read the Arts Fundraising and Philanthropy privacy notice [here](#). You can read MDM's privacy policy [here](#).