


# Chameleon

CONSULTANCY & TRAINING

ADAPT • EVOLVE • SUCCEED

In partnership with

**FundEd**  
Fundraising toolkit for schools



## Income Generation for your School Masterclass

Single Day or Modular On-Line

This masterclass has been designed to provide a practical introduction to income generation. This will empower delegates with the confidence, skills and resources needed to introduce and sustain successful income generation in their school.

### Masterclass Overview

Delegates will learn how to select the most effective fundraising method to meet their school needs and how to prioritise those initiatives most worthy of their efforts. The masterclass will cover grant funding, crowdfunding, business sponsorship, gift aid and much more, with insight into how best to assemble a compelling story to engage supporters and potential donors.

Resource packs will be provided, including an income generation plan and project template, allowing delegates to quickly introduce some of the key principles being explored. Simple and quick wins will enable delegates to make an immediate impact on their return to school – swiftly demonstrating a return on their investment!

### Who should attend

This masterclass is designed to meet the ISBL Professional Standards, tier 1 and 2; providing the foundations for a coherent and structured income generation approach in school. As such the appeal will be broad; from school business professionals and finance leaders to headteachers and governors. No prior experience of school fundraising is necessary.

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W: [chameleon-training.co.uk](http://chameleon-training.co.uk) E: [justin@chameleon-training.co.uk](mailto:justin@chameleon-training.co.uk) M: 07877 883023

# Content

## Part/Module 1

– Getting the fundamentals right

### Learning Outcomes:

- Understand the key principles of fundraising in school
- Identify passive income streams and introduce essential quick wins
- Know the 8 routes to school funding

**Content Summary:** In this module we establish the ground rules for sustainable and creative income generation in schools. We will learn why a rounded, holistic approach to fundraising can add significant value to school operations and explore some “quick wins” that all schools can introduce at no cost and with little effort. We will introduce the “Wheel of Fortune” and all of the ways schools can raise funds.

## Part/Module 2

– Bringing projects to life

### Learning Outcomes:

- Identify and prioritise projects in school
- Assemble a Fundraising Plan
- Understand the essential principles of project management and delivery

**Content Summary:** Now we begin to focus on the specific needs of the school, using tools to identify which projects are worthy of our attention and developing an agile and practical plan to bring these to life. Consideration will be given to impact and need – with tips on how to craft narratives and content to help build your case for funding support.

## Part/Module 3

– Growing support and engaging communities

### Learning Outcomes:

- Identify and communicate effectively with volunteers, supporters and stakeholders
- Locate, researching and select appropriate funding streams
- Access on-going support and free resources

**Content Summary:** The most effective ambassadors for any project are your staff, students, parents and communities. We will learn how to engage with them to market and promote your fundraising endeavours. We shall also explore grant funding; learning where to find and select the most suitable grants for your project.

**Finally, delegates will be provided with access to a range of resources and materials to enable them to fully implement the ideas and strategies learned throughout the course.**

## Delegate Resources

Delegates who attend face-face delivery sessions or who book on-line delivery will receive the following resources:

- Delegate Pack including School Income Generation Plan template
- Detailed guides on introducing “quick wins” and passive income streams
- Access to FundEd for 1 year (FundEd magazine and extensive library of resources)
- Access to the FundEd industry leading grant database for 1 year (over £13m worth of grants)
- “Funding Your Project” – plan template for specific project fundraising
- Course completion certificate

## Delivery Options

1 day masterclass in school or suitable venue **Or** 3 x separate webinar modules

## Fee Structure

– Face to Face 1 day delivery

### Individual school / small MAT ~ £950.00 + VAT

- Min of 2 delegates, max of 5
- Venue and refreshments to be provided by school/MAT

### Regional SBM group or MAT ~ £1250.00 + VAT

- Min of 5 delegates, max of 25
- Venue and refreshments to be provided by SBM group or MAT

## Fee Structure

– On-line delivery (3 modules)

### Min of 2 delegates/ Max of 25 ~ £950.00 + VAT

**Book Here** [www.chameleon-training.co.uk/our-services/training-and-masterclasses/#incomegeneration](http://www.chameleon-training.co.uk/our-services/training-and-masterclasses/#incomegeneration)

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