

GEM Intermediate Course: ***Fundraising and Income Generation 2019***

Are you looking for the tools and skills to build well-funded, resilient and sustainable learning programmes? Then this course is for you!

What will you gain?

This course will equip learning professionals with the tools and skills that will enable the building of well-funded, resilient and sustainable learning programmes in the short, medium and long-term.

“I have already started to think more strategically about fundraising and have two practical scenarios that I am going to apply the theory I learned to. I am also much more aware of how we approach things like commissioning and ensuring we have full cost recovery on our projects.”

Who is it for?

This course is aimed at mid-career professionals with responsibility for planning, delivering or managing learning programmes across the heritage sector. It is most suited to those already involved in fundraising and income generation in their organisation, especially those looking for ways to improve or build upon their practice.

Who runs the course?

The course director is Jane Avison. Jane is a heritage and cultural learning specialist with 20 years' experience across national and regional museums and historical buildings.

When & where is it?

The course will combine a one-day workshop, personal work and on-going peer discussion to give you the most beneficial learning experience possible.

Workshop dates to choose from:

- Wednesday 27 February 2019, 09.30-17.00, Kensington Palace, **London**

Course fee

It is **£125 for GEM members** and **£160 for non-members**, which includes tuition, course materials, lunch, and refreshments during the workshop. Participants will be responsible for arranging and covering the costs of their travel and accommodation for the one-day workshop.

How to apply?

To apply for this course, please download a booking form from the GEM website and email it to office@gem.org.uk or send it to *GEM Office, 54 Balmoral Road, Gillingham, Kent, ME7 4PG.*

Got a question?

Check out the FAQs below or phone us on 01634 853 424.

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FAQs

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What are GEM's intermediate courses?

Fundraising and Income Generation is one of five GEM intermediate level courses, developed as part of the ACE-funded *Learning & Sharing Centre* project in 2016-18 (LSC). These intermediate courses are aimed at supporting the professional development of mid-career heritage educators and will address the core competencies identified by GEM, to help raise professional standards in the sector.

Fundraising and Income Generation was developed in line with GEM's core competencies, which were produced in 2015 through consultation with experts in the sector.

Who is the course for?

This course is aimed at mid-career professionals with responsibility for planning, delivering or managing learning programmes across the heritage sector. It is most suited to those already involved in fundraising and income generation in their organisation, especially those looking for ways to improve or build upon their practice.

What are the benefits and what will I gain?

The course will provide practitioners who already have some knowledge or experience of fundraising and income generation with the opportunity to develop their understanding and application of good practice. The course will equip learning professionals with the tools and skills that will enable the building of well-funded, resilient and sustainable learning programmes in the short, medium and long-term.

By the end of the course, participants will:

- Understand how to identify fundraising and income generation requirements and the true cost of funding needs within their learning department.
- Possess the knowledge of a range of income generation and fundraising methods and how best to apply them within their organisation or department.
- Have confidence in using a range of fundraising and income generation techniques.

- Have taken part in some reflection and planning to develop a basic “funding strategy” that can be applied immediately, contributing towards the long-term sustainability of their own learning programmes.

What does the course involve?

The course will combine a one-day workshop with personal work and ongoing peer discussion to give you the most beneficial learning experience possible. This will include:

- A pre-workshop activity two weeks before the workshop.
- A full day workshop with practical activities, in a museum location.
- A post-workshop activity and conversations.
- A flexible piece of follow-up work with feedback and support from the course director.

The workshop will be a mix of discussion and sharing of perspectives/experiences, practical working in small groups and some presentation of theory and case studies by the course director. It will also facilitate the building of a peer group to support you through the follow up activities.

The one-day workshop will:

- Allow you to reflect as a group on the fundraising and income generation requirements within your own learning provision.
- Reflect on what we mean by sustainable and resilient museum learning and the “true cost” of delivering learning services.
- Enable you to map your needs and understand the wider context of the funding environment.
- Give you access to knowledge and experience as well as real working examples of effective and successful practice from across the sector.
- Enable you to develop a deep understanding of four key areas within fundraising and income generation (sales, commission, grant, sponsorship) and how to contribute to or deliver these successfully.

The course will culminate in reflection and planning to apply learning from the course to make a positive impact on your organisation by developing a funding strategy, with the support of your peer group and course director. Upon completion of the course, participants will be awarded a certificate of achievement.

When & where is the course taking place?

You can attend the workshop:

- Wednesday 27 February 2019, 09.30-17.00, Kensington Palace, **London**

Who runs the course?

The course director is Jane Avison. Jane is a heritage and cultural learning specialist with 20 years’ experience across national and regional museums and historical buildings.

How many participants will be on the course?

The course is for a minimum of 10 and a maximum of 25 participants. Places are limited so that each participant may benefit from personal guidance of the course director.

Please note, we would normally not run the course if there are fewer than 10 participants who book, in the event of a course cancellation all paid bookings will be entitled to full refunds.

Course fee?

The course fee is £125 for GEM members (£160 for non-members), which includes tuition, course materials, lunch, and refreshments during the workshop. Participants will be responsible for arranging and covering the costs of their travel and accommodation for the one-day workshop.

The course fee must be paid in full at least one week before the course begins.

How to apply?

To apply for this course, please download a booking form from the GEM website and email it to office@gem.org.uk or send it to *GEM Office, 54 Balmoral Road, Gillingham, Kent, ME7 4PG.*

Booking forms must be submitted at least two weeks before the workshop date. The application deadline is:

- **London:** Wednesday 13 February 2019

Got a question?

If you have a question that hasn't been answered here, please contact Holly Bee at holly@gem.org.uk or by phone on 01634 853 424.