

Building Networks and Supporters

Course Summary

People are the key to your success in income generation. The most successful fundraisers are those who have strong internal and external networks, knowing who to draw on for advice, support and resources. This course will show you how to practically apply advocacy skills to inspire the active support that will enrich your fundraising.

Aim

This training will teach cohort members how to identify, develop and manage partners and stakeholders, particularly when delivering a joint project.

Learning Objectives

This course will enable participants to

- Understand better how to cultivate support from a range of user, volunteer, and community constituencies.
- Have greater confidence about raising the visibility of your service both with internal audiences and senior colleagues to leverage external support.
- Be able to assess more precisely how to influence external networks

Summary of content

- Identifying and prioritising stakeholders
- Talking the language of decision makers and funders
- Generating active support in your community
 - Giving supporters a practical task, not just a lecture
 - How archives have successfully engaged a range of stakeholders
- Defining an organisational strategy for developing networks and supporters
- Developing an individual learning plan