

**Using Data to Increase Fundraising Success Training Course**

Tailored to charities and community groups looking to improve their fundraising success, Get Grants **Using Data to Increase Fundraising Success** Full Day Training Course will support you to incorporate freely available data, simple analysis, and evaluation into your bid writing to make you a more skilled, confident fundraiser.

Increasingly, we see funders asking charities and community groups to use data and evaluation to evidence why the work they do is worthy of funding. Simple uses of data and evidence can help you better tell the story of your organisation, describe the people you help, establish why your work is needed, and clearly demonstrate the difference you make. This course will equip you with practical approaches to thinking about the who, why, what, how and when of your organisation’s work. Throughout the course you will learn how to answer these important questions and apply them to your bid writing.

In this course you will learn where to find the evidence you need and how to use it. You will be supported to more effectively communicate this information in your bid writing to increase your chances of success.

This course is designed to be friendly and accessible with lots of opportunities to ask questions, giving both new and experienced fundraisers effective tools that you can take away and put into practice. Attendees will have access to advice and guidance from experienced experts in data and evaluation for the third-sector. This course will guide you through how to navigate and analyse information to make more efficient use of your fundraising efforts.

This course will cover a range of key learning points:

* Learn how to use available information better to communicate need and the difference your work makes;
* Think about how to draw on your previous projects;
* Identify and use freely available existing sources of data;
* Find simple ways to evaluate and measure the impact of your projects;
* Better understand what funders are asking for in applications;
* Use what you’ve learnt to think about the need for future projects;

*Further information including dates, times, and venues of upcoming training courses can be found at* <http://www.getgrants.org.uk/using-data-fundraising-courses/>

**About the Trainer**[Tom French](http://www.workwithtom.co.uk) has over a decade of experience working with and for charities, voluntary groups and social enterprises, both as an ‘on-the-ground’ worker but also as a researcher, data analyst and evaluator. He has direct experience of working on funding bids and advising fundraising teams of the ways in which evidence-led approaches can enhance and steer applications. Based in Sheffield, Tom now works for himself supporting not for profit organisations to take simple, practical steps towards using data and evaluation better so that they can tell their story clearly with evidence of impact.

**About Get Grants**[Get Grants](http://www.getgrants.org.uk) are the grant funding experts, providing practical support, advice and information to grant fundraisers. Our team has over 20 years working in both grant fundraising and grant giving. Uniquely, we share insights into how decisions are made by funders with an understanding of the challenges faced by fundraisers. Based in the West Midlands, Get Grants provides a range of consultancy services for both grant fundraising and grant giving organisations all over the UK.

**Booking Form –** **Using Data to Increase Fundraising Success Training Course**

Thank you for expressing an interest in our 2019 Using Data to Increase Fundraising Success Training Courses! To book you place on one of our courses, please complete this booking form and return to [info@getgrants.org.uk](mailto:info@getgrants.org.uk), after which we will send an invoice to the contact provided. A place will be reserved in your name and confirmed once full payment is received. For multiple attendees please complete a booking form per attendee.

**Upcoming Training Courses:**

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| **Using Data to Increase Fundraising Success**  **Full Day Training Course** | **Cost Inc VAT** | |
| **Birmingham**  Venue: Moseley Exchange, 149-153 Alcester Road, Moseley, Birmingham, B13 8JP  (includes lunch and refreshments) | | |
| 20th November 2019, 9:30am-4:00pm | | £129.00 |

**Booking Details:**

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| Organisation Name |  |
| Address |  |
| Postcode |  |
| Contact Number |  |
| Attendee Name |  |
| Attendee Job Title |  |
| Email address |  |
| Dietary requirements |  |
| Contact name & address for invoicing |  |

***Terms and Conditions****. You will be sent an invoice for the course fees with payment required before the start date of the course booked. If we have not received payment we reserve the right to cancel the place from the course. Named substitutions can be made at any time before the course without penalty.*