

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

Get Grants’ “Using Data to Increase Fundraising Success Training Course” will aid you in incorporating freely available data, simple analysis, monitoring and evaluation into your fundraising efforts. In attending our course, you will learn the importance including a range of data in your funding applications and implementing effective project monitoring & evaluation to improve your chance of fundraising success.

**Who is this course for?**

This course is tailored to charities and community groups who are looking to increase their fundraising success.

You might be new to fundraising and looking to increase your confidence with finding and using data effectively, or you might be looking to improve your understanding of the fundraising process, and the types of data funders expect you to include in applications.

**What to expect**

During this full day course, you will look closely at:

* identifying the need for your project;
* describing your activities and the change they will make;
* how you will evaluate your project and measure your impact;
* utilising data collected on current/completed projects to evidence need for your next project;
* using data effectively within bid writing and general fundraising efforts.

The first part of the course will focus on identifying and communicating the need for your project. This is fundamental for any fundraising project, as funders want to know who your project will benefit and why it is needed.

Next, you will look at the difference between project outcomes and outputs as a way of describing the change that your project will make to your target beneficiaries.

Finally, you will learn how to evaluate your project and measure the impact you’ve had. This will help you to develop simple ways of gathering and analysing data, before using this to understand the need for your next project!

This course is designed to be friendly and accessible with lots of opportunities to ask questions. There will be a mixture of group and individual tasks within an open and relaxed environment. Attendees will have access to advice and guidance from experienced experts in data and evaluation for the third sector.

**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 2019/2020 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** | **Please Tick** |
| **Birmingham**  Venue: Moseley Exchange, 149-153 Alcester Road, Moseley, Birmingham, B13 8JP  (includes lunch and refreshments) | | |
| 21st April 2020, 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.*