

**Get Grants Storytelling for Fundraising Training Courses**

For thousands of years, people have told stories to engage, inform, and persuade other people. As a fundraiser, you can use the same skills to influence your potential supporters and increase your fundraising success.

Get Grants **Storytelling for Fundraising Training Course** will teach you how to incorporate narrative structure, devices and techniques to tell the story of your organisation and to make all your fundraising efforts more effective.

This relaxed and interactive course is designed to benefit all types of fundraisers. This course is suitable for those who are new to fundraising as well as experienced fundraisers looking to improve their skills. Led by experienced copywriter and communications trainer, the course combines direct teaching of storytelling theory with practical exercises to build your confidence as a storyteller and bid-writer. You will also learn how to effectively and sensitively find and record existing stories from within your organisation, and how to tailor them to influence different types of supporters.

**During the session you will:**

* Explore why stories are useful,
* Identify what the core elements of what makes a great story,
* Learn how to find and use case studies, narratives, and quotes in funding applications,
* Look at the barriers within your organisation to collecting stories,
* Begin positioning your organisation as the hero,
* Understand your audience and how to capture your reader’s attention.

The full day course will include a mix of individual and group work, with opportunities to talk through your own organisation’s strengths and weaknesses and practical advice you can take away.

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 guidance from experienced experts in communications ad storytelling for the third sector.

*Further information can be found on our website:* [getgrants.org.uk/storytelling-for-fundraising](http://www.getgrants.org.uk/storytelling-for-fundraising).

**About the Trainer**[Liz Bell](https://lizbellmedia.co.uk/) is a copywriter and editor specialising in the public, professional and non-profit sectors.  
*‘I’m a firm believer in the power of communications to create positive social change, so I particularly enjoy working with mission-led organisations. I work with charities, social enterprises and other non-profits, helping them to find their voice, get noticed and stay relevant.’* Liz Bell is a proud supporter of my local voluntary sector here in the Midlands. In 2016 she set up (and now sit on the steering committee of) the [CharityComms Midlands Networking Group](https://www.charitycomms.org.uk/events/types/midlands-networking-group) – a friendly, regional group for communications professionals working in non-profit organisations in the region.

**About Get Grants**[Get Grants](http://www.getgrants.org.uk) are the funding experts. We provide practical support, advice and information to fundraisers. Our team has over 20 years working in both 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 fundraising and grant giving organisations all over the UK.

**Booking Form – Storytelling for Fundraising Training Course**

Thank you for expressing an interest in our 2020 Storytelling Fundraising 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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| **Storytelling for Fundraising Training Course** | **Cost Inc VAT** | **Please Tick** |
| **Birmingham**  Venue: Moseley Exchange, 149-153 Alcester Road, Moseley, Birmingham, B13 8JP  (includes lunch and refreshments) | | |
| 18th May 2020, 9:30am-4:00pm | £149.00 |  |

**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 |  |
| Emergency Contact Number |  |

***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.*