



# CERTIFICATE IN FUNDRAISING CARDIFF

Wales Millennium Centre,  
Bute Place, Cardiff Bay, CF10 5AL  
(1-2 June & 18-19 July 2016)

The Institute of Fundraising Academy is delighted to be bringing the **Certificate in Fundraising** qualification back to **Cardiff**.

In a fundraising role and want to consolidate your skills and develop as a fundraising professional? The Certificate in Fundraising gives front-line fundraisers a solid grounding in the theoretical concepts and principles behind fundraising, helping you to be the best you can be.

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## Who is this qualification for?

This qualification is designed for practitioners responsible for the frontline implementation of fundraising activities. As a guide you should have a minimum of six months to three years fundraising experience either in a paid or voluntary capacity.

## What are the benefits to you and your organisation?

You will become a more confident fundraiser and understand how to improve your results. You will learn practical, effective fundraising skills to apply in your current role. These skills will enable you to make a positive immediate impact on your own, and your organisation's fundraising results.

## What will you learn?

- **The Fundraising Environment** unit investigates the scope and role of the sector, the requirements of charitable status, sources and trends in non-profit income, the definition and role of philanthropy, ethics and best practice and the fundraising macro environment.
- **The Understanding Individual Donor Behaviour** unit looks at the history and development of the profession, the demographics of individual donors and forms of giving, gift aid and tax-effective giving, primary and secondary research of donor behaviour, using donor data to plan appropriate supporter journeys and development of a case for support.
- **The Fundamentals of Fundraising Planning** unit examines the benefits of planning, the purposes of fundraising audits, setting objectives, fundraising tactics, monitoring and evaluation, and budgets and phasing income.
- **Fundraising in the Community and Events Management** unit covers the forms of community support and best practice in relation to each, volunteer recruitment, retention and motivation, events fundraising and event management including logistics, project planning and budgeting, the legal obligations and the establishment of advisory committees.

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## How will you be assessed?

You need to complete a series of four work based and case study assignments. To help you plan your studies the assignment deadlines for this course can be found online at: [www.institute-of-fundraising.org.uk/academy/certificate](http://www.institute-of-fundraising.org.uk/academy/certificate)

## Your Course Tutor

Claire Routley has worked in fundraising for ten years for both local and national charities. She specialises in individual giving, and in 2011 completed a PhD examining why people leave legacies to charity. Claire has presented her research in the UK and the US, and has written for a number of publications including the International Journal of Nonprofit and Voluntary Sector Marketing, the Journal of Gift Planning and the International Journal of Educational Advancement.

## Course fees

£1,845 for IoF Individual members, £1,983\* for non-individual members.

If you are not yet an individual IoF member your first year's membership is included with the non-member rate to enable you to access the full range of IoF member benefits during your course.

Course fees include: Tutor costs, access to online course resources via our online learning platform (all students need Internet access throughout their studies) and an A4 hard copy folder with printed course materials. You will need to purchase the course textbook: *Sargeant, A. and Jay, E. (2014) Fundraising Management: Analysis Planning and Practice (third edition), Routledge, London.*

## Booking and further information

Find out more and book online at:

[www.institute-of-fundraising.org.uk/academy](http://www.institute-of-fundraising.org.uk/academy)

For more information email: [academy@institute-of-fundraising.org.uk](mailto:academy@institute-of-fundraising.org.uk)

or call us on: **020 7840 1020.**

*"...I know when I achieved the earlier Certificate in Fundraising Management it gave a real boost to my professional and personal abilities...I can say that the training offered by the IoF Academy is well worth undertaking if you are serious about a career in fundraising..."*

**Irene Chambers MinstF(Dip)**  
**Fundraising Manager, Kidneys for Life**  
**Chair of IoF North West Committee**



Institute of Fundraising, Charter House, 13-15 Carteret Street,  
London SW1H9DJ Tel: 020 7840 1020  
Email: [academy@institute-of-fundraising.org.uk](mailto:academy@institute-of-fundraising.org.uk)  
[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)  
Twitter: @ioftweets

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