

## Tender for Specialist Fundraising Trainers

Arts Fundraising & Philanthropy is an Arts Council England Sector Support Organisation. Working in partnership and across the wider arts and cultural sector, we deliver an England-wide series of training courses, professional fellowships, bespoke support and e-learning programmes to promote innovative and effective practice in fundraising and leadership.

### Fundraising Training

One of the key focus areas of the Programme has been on delivering high quality training and development opportunities for the arts fundraising community. Over the last three years, Arts Fundraising & Philanthropy delivered almost 70 training sessions to nearly 1,000 delegates from across the sector, across the country. In 2019/20 all of our trainers received higher than 95% satisfaction ratings and 89% of participants agreed that our training would have a positive impact on their fundraising practice. Since our National Portfolio contract began, we have also worked with over 11,000 people through eLearning programmes delivered with our partners the University of Leeds.

Our public-facing training programme runs from October 2020 to March 2021 and we are now looking for trainers to add to our pool of specialists delivering work for us during 2020/21 across the country. Last year we delivered courses in Newcastle, Leeds, Manchester, Birmingham, Oxford, London and Bristol. Sessions normally start at 11am and end at 4pm including lunch and a coffee break. In light of the current Covid-19 pandemic we are reviewing how we train delegates effectively this year and have decided to offer the option of face to face and digital access to training courses simultaneously (where government guidelines allow) and we are sourcing a range of new venues to support a high-quality technical infrastructure, as well as being able to ensure effective social distancing and a safe environment. This will come into effect from January 2021 and courses before that will be delivered digitally only, in two parts of 2.5 hours each.

Specifically, we are looking for trainers to deliver the following sessions as part of our 2020/21 training calendar:

- **Fundraising for individual artists**

Aimed at providing an overview of fundraising for artists and cultural practitioners, with an emphasis on writing successful grant applications and building a compelling personal case for support

- **Rebuilding your fundraising teams**

Aimed at Fundraising Managers and Heads of Department, considering fundraising priorities in light of Covid-19 and how best to allocate resources, roles and team responsibilities including effective implementation of equality, diversity and inclusion agendas

- **Aligning fundraising, marketing and audience development**

Aimed at leaders of organisations, offering strategic advice around bringing together these three streams of work and considering how to prioritize budgets and activities that may have changed dramatically since the start of the Covid-19 lockdown in March 2020

We are also looking for trainers as part of our work with the [Digital Heritage Lab](#) :

- **An introduction to Crowdfunding**
- **Using data to inform decision making in fundraising**

These are short 2-hour online sessions aimed at the Heritage Sector. Please note that the Digital Heritage Lab sessions will be administered slightly differently to training in our main programme and we will discuss this with successful applicants.

Training will be for arts, cultural and heritage professionals working across all scales of organisation as well as freelancers and individual practitioners. We want to offer training sessions for professionals that offer engaging, relevant and practical skills, offering innovative ideas drawn down from the latest thinking in fundraising and income generation. All training should take into account the changing situations, resources and activities that organisations might be facing due to the Covid-19 pandemic.

### **Trainer Requirements**

It is expected that course participants for each training session will be diverse with regards to their backgrounds, experience, knowledge and current roles. Trainers will need to engage with all participants and ensure that all take away new learning and skills that they can immediately apply in their day jobs. Arts Fundraising & Philanthropy will ask participants to complete a simple online questionnaire before they attend the training, and the results of this questionnaire will be sent to the trainer in advance. We would expect all trainers to demonstrate the following skills and experience:

- A comprehensive, up-to-date knowledge of arts and cultural fundraising, drawn from recent hands-on experience of successful fundraising at a senior level within a range of arts and cultural organisations. It will be expected that the trainer will demonstrate a high level of knowledge and expertise for the specific area(s) in which they wish to deliver training;
- A knowledge of the similarities and differences in arts and cultural fundraising across different arts forms, geographic regions and scales of organisations, and between arts and cultural fundraising and wider charitable fundraising;
- A successful track record in delivering high quality training to groups of arts and cultural professionals;
- Excellent written and verbal communication skills, and a confident ability to use digital resources;
- Excellent organisation and planning skills; demonstrated both through working as an individual and as part of a team.

We would welcome bids from trainers of all backgrounds to reflect the diversity of artists and audiences for art and culture across England. Our definition of diversity encompasses responding to issues around race, ethnicity, faith, disability, age, gender, sexuality, class and economic disadvantage and any social and institutional barriers that prevent people from creating, participating or enjoying art and culture.

It is anticipated that a trainer would be engaged to develop and deliver training under one of the subject areas listed above. They would be expected to develop a plan for a day's training within that area, and then deliver that training for at least one training sessions in different cities across England between October 2020 and March 2021. Arts Fundraising & Philanthropy training courses are quality assured via our academic partner the University of Leeds. We

will advertise training as being either face to face or digital and will provide support to trainers to develop content that is effective simultaneously online and in person. Trainers are welcome to bid to develop and deliver training across more than one subject area.

Trainers who have delivered training for Arts Fundraising & Philanthropy in the past are very welcome to submit bids. We would expect them to demonstrate how they intend to refresh and review their training, taking into account sectoral change and learning from their previous training delivery.

Trainers will need to demonstrate the following key elements in their training proposals:

- The main areas of learning that will impact within the subject area;
- How they will use CultureHive / our eLearning programmes and other digital resources to enhance their training, both within the training session and for participants to take home;
- How they will engage with a diverse range of participants within a training session;
- How they will support marketing of their sessions via social media or similar to support the wider development of the Arts Fundraising & Philanthropy programme.

Trainers will also be required to work with the Arts Fundraising & Philanthropy programme team to make relevant content from their training session available online following completion of each training session. This could include case studies, templates or through contributing to our eLearning programme hosted on FutureLearn.

## Fee

Trainers will be offered the following all-inclusive fee structure for Arts Fundraising & Philanthropy training:

£750 plus VAT	To cover the development of the new course.
£750 plus VAT	The full fee for the planning and delivery of each day long training session.

Trainers will be able to claim for the costs of second-class train travel to training events and where trainers require an overnight stay, they will either be able to claim a fee for subsistence, or Cause4 will arrange hotel accommodation and subsistence.

## Submitting a proposal

If you are interested in submitting a proposal for this work, please prepare this for the attention of David Johnson, Head of Programme, and send to: [david.johnson@cause4.co.uk](mailto:david.johnson@cause4.co.uk) by 12.00pm, 4th September 2020. Please also include with your proposal a completed Equality of Opportunity Monitoring Form, which you can download from our website [here](#).

Proposals should be ideally no more than four pages in length per training course, and should include:

- Why you are interested in helping to deliver this training, and what you would bring to the Programme;
- How you will meet the key elements criteria of the training as outlined above;
- The area(s) in which you would like to train, and your specific skills and experience in that area(s);
- An outline of the approach you would take to delivering training in this area(s);
- An up-to-date CV, covering both fundraising and training activity.

Key dates

Activity	When
Deadline for proposals from trainers	12.00pm, 4 <sup>th</sup> September 2020
Clarifications and interviews as necessary via Zoom	w/c 7 <sup>th</sup> September 2020
Trainers appointed	11 <sup>th</sup> September 2020
Training Programme	October 2020 to March 2021