

# What is Fundraising?

## an introduction to fundraising



**Wednesday 10 March**  
**10.00 - 16.00**

**Venue:**

Michael Tippett Room,  
Staff House,  
University of Birmingham  
Edgbaston,  
Birmingham, B15 2TT

**Delegate rate is only £50, and includes:**

- Lunch and refreshments
- A CD Rom with course materials
- Your own Good Fundraising Guide, worth £10
- Handouts of course slides
- A certificate of attendance

**Who should attend this event:**

Anyone new to fundraising or returning to work in a fundraising role; Trustees and Volunteers; anyone for whom fundraising is a part of their role

A nationally recognised Institute of Fundraising course. **What is Fundraising?** is an introductory day-long course for those new to fundraising.

This introductory course covers a variety of aspects of fundraising. Key areas and themes within the course will include:

- Roles of fundraising and the fundraiser
- Fundraising standards, ethics and public trust
- The range of fundraising techniques
- Fundraising stakeholders and donor care
- Approaches to planning fundraising and managing cost effectiveness
- Developing yourself as a professional fundraiser

**Book your place today - Email: [iofwm@pjwilliams.me.uk](mailto:iofwm@pjwilliams.me.uk) or Tel: 0121 308 4968 / 07931 533648 for further information [www.institute-of-fundraising.org.uk/westmidlands](http://www.institute-of-fundraising.org.uk/westmidlands)**

**Only 30 places available, book yours now to avoid disappointment**

The Institute of Fundraising is the professional body for UK fundraising. The Institute of Fundraising in the West Midlands is run by a volunteer committee. We support fundraisers, through leadership, representation, setting standards, and training, and we champion fundraising as a career choice.

The Institute is a charity registered in England and Wales (No 1079573) and Scotland (No SC038971)

# What is Fundraising? - Booking Form

**Workshop  
participant rate is  
only £50 per  
delegate**

**Please complete one form per delegate**

Have you considered joining the Institute of Fundraising? Membership includes reduced rates at many local and national events and a FREE subscription to Third Sector magazine

For further information and to **join online** visit [www.institute-of-fundraising.org.uk/individual](http://www.institute-of-fundraising.org.uk/individual) or call our Membership Team on 020 7840 1010.

Title (Dr/Mr/Mrs/Miss/Ms)	First Name	Surname
Job Title	Organisation	
Address		
Town	Postcode	
Tel.	Mob.	
E-mail		
Special dietary requirements		
Any access needs		

Please send this form with payment by cheque (payable to Institute of Fundraising West Midlands) to arrive by **Wednesday 24 February 2010** to:

**The Treasurer  
IofF West Midlands  
37 Randle Drive  
Four Oaks  
Sutton Coldfield  
West Midlands  
B75 5LH**

**Bookings after the 24th February can be accepted by telephone and email only**

**Cancellations:** A full refund can only be given for cancellations before the 24th February.

**Email: [iofwm@pjwilliams.me.uk](mailto:iofwm@pjwilliams.me.uk) or Tel: 0121 308 4968 / 07931 533648 for further information**

**We regret that currently we cannot accept payment by credit or debit card.**

#### DATA PROTECTION

The Institute of Fundraising West Midlands would like to keep you informed about future events and activities organised by the group that may be of interest to you.

By entering your details in the fields above you agree to allow the Institute of Fundraising to contact you by mail regarding our services. If you do NOT wish to receive such communications please tick.  If you wish to receive communications via e-mail, telephone or fax please tick.