

LIME GREEN CONSULTING

INTRODUCING OUR FUNDRAISING TRAINING



We specialise in designing and delivering high-quality fundraising training courses for smaller charities and social enterprises, to boost their skills and confidence so they can raise more money in a challenging climate.

Our training courses can be delivered both online and in-person, and are suitable for fundraising staff, senior management and trustees. We've delivered training in partnership with a wide range of local and national infrastructure organisations across the UK, and receive consistently excellent feedback from attendees.

Based on all 409 individual feedback forms that we've received since the start of 2020:

Knowledge of our trainers:
85% rated it as excellent, 15% as good

Quality of our training content:
73% rated it as excellent, 26% as good

"The course was useful for my organisation":
97% strongly agreed or agreed

"I learned a lot": 95% strongly agreed or agreed

"I enjoyed the course": 98% strongly agreed or agreed



“ Lime Green Consulting have run many fundraising training courses for our social entrepreneurs and the feedback has been overwhelmingly positive. I've been impressed with their understanding of the sector, professionalism and warm approach. We very much look forward to continuing our partnership. Dave McGlashan, Head of Sales & Product Development, School for Social Entrepreneurs

“ I have been to quite a few training courses run by the corporate sector and civil service, yet this course really stood out. The pace was perfect, content was fascinating, and it was so well managed to include and empower each one of us, despite our different organisations and varied levels of experience. The exercises and hand-outs are very useful for sharing learning. Thank you so much for providing such valuable and useful courses which enable real and lasting change for our community. Eleanore Dickson, training participant

WHO HAVE WE WORKED WITH?

We've run more than 100 training courses in partnership with infrastructure organisations and other charity sector support organisations, including:

National organisations and programmes



Local & regional organisations



“ Lime Green Consulting have provided an invaluable service to the charities we support over the many years we've been working with them. They've delivered countless workshops around fundraising and we always have the most incredible positive feedback from the charities that attend. The team are experts in their field and have a very friendly approach to everything they do. We'd highly recommend their services to any charity or infrastructure organisation and a massive thank you for their services. Miles Lloyd, Project Manager, 3SG (third sector group for Bath & North East Somerset)

OUR FUNDRAISING TRAINING COURSES

We've designed a range of interactive, engaging and comprehensive courses to meet the needs of people working in the current fundraising landscape. Each course is typically designed for a group of 15-20 participants. We can run these courses in partnership with you as they are, or customise the content and format to meet your specific needs.



Developing a Fundraising Strategy

2 x 2.5-hour sessions (typically consecutive mornings)

We'll walk you through our tried-and-tested framework for developing a fundraising strategy, enabling you to evaluate and prioritise the most valuable fundraising opportunities for your organisation and make best use of your limited resources. We'll show you how to analyse your current fundraising performance and funding needs, explore your strategic position and identify key fundraising audiences – then scope out and prioritise a range of different types of fundraising, identify key building blocks to put in place for long-term success, and accurately forecast the likely financial return. Finally, we'll explain how to get everyone in your organisation behind a shared fundraising vision and ensure they understand their role in successful fundraising.



Winning Grants from Trusts & Foundations

2 x 2.5-hour sessions (typically consecutive mornings)

We've designed this course for people who already have some experience of trusts fundraising but would like to add more quality and strategy to their approach, maintain success in a competitive funding climate, and gain more insight into the mindset of funders. We'll guide you through our five key components of successful trusts fundraising, including prospect research, developing a compelling case for support and long-term relationship-building with funders. We'll also help you to understand things from the funder's perspective, including what they're looking for, what puts them off, and why they sometimes say frustrating things!



Getting Started With Fundraising

2 x 2.5-hour sessions (typically consecutive mornings)

This course is designed for people who are new to fundraising and want to start raising money for their organisation or project. You'll gain an overview of how fundraising works, what types of fundraising are most appropriate for you, and what you need to do next to begin securing grants and donations. We'll share guidance on how to develop your central case for support, how to make sure your fundraising is safe, legal and ethical, and some universal fundraising rules that will never let you down.



Writing a successful funding application

1 x 3-hour session

We'll provide a comprehensive beginner's guide to how to write a successful funding application, using the National Lottery Community Fund's Awards For All online application form as an example. This course is designed for people who haven't written many funding applications before, or want a refresher on the basics of writing a successful application in a competitive funding landscape. We'll walk you through a successful Awards For All application, explain how to get the fundamentals right – including budgeting, describing outcomes and demonstrating co-production – and include time to begin sketching out your own application.



Ethical Fundraising and Problematic Philanthropy

1 x 1.5-hour talk with Q&A

The way that we view philanthropy is rightly changing. Recent developments have increased scrutiny on how philanthropists, companies and trusts accrued their wealth, and the ethical implications for charities and social enterprises. But how much should this matter to your organisation? In a challenging financial climate, when is it right to say no to a donation? How can you balance your obligation to protect your organisation's reputation, but also maximise resources? In this deliberately provocative session, we'll challenge your thinking on philanthropy and explain how to navigate your organisation through a tricky topic, where people typically have differing and strongly-held personal views.

WHY PARTNER WITH LIME GREEN CONSULTING?

- **Track record:** we specialise in working with smaller charities and social enterprises, and creating friendly, welcoming and engaging training environments that equip participants with the skills and confidence they need. We've worked with a broad range of infrastructure organisations like yours and have the testimonials and feedback data to back up the quality of our training.
- **Flexibility:** we're ready to either deliver our "off-the-shelf" training courses in partnership with you, or tweak our course content, format and timings to fit your specific needs, taking into account factors such as the size and experience level of the group. Our courses can be co-branded with your logo and details, and we can share a detailed feedback summary afterwards, enabling you to demonstrate impact and report back to your funders.
- **Accessibility:** we're experienced in catering for a wide range of ability/confidence levels and learning needs, and have refined our content over nearly 10 years. For all online courses, we provide live captioning and full access to recordings and slides afterwards.

FEEDBACK FROM TRAINING PARTICIPANTS

- “ I've learned a lot of new things and thankfully had confirmation that some of what I'm doing is correct which is fantastic! Thanks for a great session that covered an amazing amount of ground!
- “ Mike and Gemma were fantastic. Really well structured and clear. The group felt so comfortable, so lots of people spoke up and offered tips on their differing areas of expertise.
- “ Engaging and interesting. This course was fantastic and gave great insight into how to convey your message, and really useful tips on how to answer funders' questions clearly.

TYPICAL COURSE FEES

We charge a standard fee for each course (see below), which includes the time required to set up the course in advance and follow up afterwards. You can then choose to make the training available to local organisations as part of your free or funded sector offering, or charge whatever registration fee is appropriate for your participants.

We offer discounted rates to smaller infrastructure organisations, depending on your annual turnover. If you have a specific training budget available, for example as part of a funded training programme, we can try to create something bespoke for you.

Course	Fee excluding VAT* based on your annual turnover:		
	Up to £500k	£500k - £2mil	Over £2million
Developing a Fundraising Strategy Winning Grants from Trusts & Foundations Getting Started With Fundraising	£575	£650	£700
Writing a successful funding application	£430	£485	£525
Ethical Fundraising & Problematic Philanthropy	£225	£270	£300

* VAT will be charged at 20%.

Would you like to find out more, or book a course? Please email Mike Zywina, Director of Lime Green Consulting to arrange a chat: mike@limegreenconsulting.co.uk. We can also provide references from previous training partners or samples of training content on request.