

FUNDRAISER

LEVEL 3

APPRENTICESHIP STANDARD

HOW LONG DOES IT TAKE?

The expected duration of the programme is

14 months

WHO WILL THIS PROGRAMME BENEFIT?

Anyone working within a charity or not for profit organisation who is, or will be, responsible for delivering day to day fundraising activities, liaising with various stakeholders and contributing towards the implementation and execution of the fundraising strategy, campaigns, projects and plans. They raise awareness and support for their charitable cause and will carry out research on potential new opportunities, analysing and providing data to support proposals for fundraising activities.

It is a great entry role for anyone looking for a career within fundraising and potential progression into more senior fundraising roles.

WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Industry awareness including regulations, funding methods and external/market factors that can impact performance
- ▶ Organisational knowledge
- ▶ Personal effectiveness
- ▶ Engaging new and existing supporters
- ▶ Communication, networking and negotiating skills including 'making an ask'
- ▶ Creative campaigns & Innovative ideas – concept, planning, execution and evaluation
- ▶ Pitch and presentation skills including use of multimedia storytelling to enhance impact
- ▶ Building relationships and collaborative partnerships
- ▶ Data management and analysis of products/campaigns/services/ stakeholders

WHAT DOES IT INVOLVE?

Your learning experience is made up of a combination of learning methods to give you an immersive and varied experience and sources to draw from, including:

- ▶ Monthly practical and interactive workshops (typically face to face but can also be delivered remotely)
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ E-learning modules
- ▶ Peer to peer learning
- ▶ Progress reviews and mentoring calls/ meetings with development coach
- ▶ Some elements of the programme may also include other methods such as flipped workshops, webinars, shadowing, job swaps or exchanges and additional mentoring, if and when relevant

ASSESSMENT AND QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

The end point assessment for this programme consists of a 'case for support' pitch and presentation with a Q&A and a professional discussion which is underpinned by the portfolio of evidence.

On successful completion of this programme, learners will have achieved the Level 3 Fundraiser Apprenticeship Certificate.

