



## Together to Thrive – additional programme information

Below is a description of what you can expect from the two available options. Your application should make clear which of these you are applying for.

### Option 1 - Felton Fundraising

The Trust Fundraiser training/mentoring programme offers a package of support to help individuals to master charitable trust, foundation and Lottery fundraising. We'll show you how to find the right grant makers, produce attractive projects, and write clear funding proposals. We will talk to you about your ideas and offer you feedback on your applications/bids.

This programme is packed with useful content including sessions on boosting your fundraising skills and brainstorming where we'll help you come up with new ideas and strategies that work. We offer face-to-face mentoring sessions to check on your progress and make sure you're following the best practices in charitable trust and foundation fundraising. We'll set you carefully timed tasks to help you apply everything you have learned. Trust Fundraiser is an immersive, on-the-job training and mentoring programme that will help you effectively raise funds for your charity. It is based on Richard Felton's 30-year experience of raising funds from charitable trusts, foundations and the Lottery for charities throughout Norfolk.

### Option 2 - Creativity Unbound

Creativity Unbound's brand, marketing and fundraising training will help you grow your organisation's income from individual donors (including legacies). Our programme focuses on supporting charities to diversify income streams. It will help you identify your target audiences and develop an individual giving strategy and tactical delivery plan, utilising both on and offline channels to maximise income across individual and corporate giving.

Delivered through a series of workshops and mentoring sessions tailored to you and your organisation, the programme will give you a structured approach to learning that works alongside your day to day role. You'll have the opportunity to refine your skills with clear homework tasks between workshops, and our personal monthly mentoring will support you to put your new skills into practice as you implement your strategies within your organisation.

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