



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 is here to help you bring in more regular and sustainable income from people and businesses in the region, beyond grant funding. This programme is ideal for organisations that are ready to invest time and resources into building their fundraising approach. You don't need to have a dedicated fundraiser, but you will need to commit staff time, have a supporter database to work with, and set aside a marketing budget to put your plans into action.

Through a series of practical workshops and one-to-one mentoring, we will help you:

- Understand your audiences and how to communicate with them effectively.
- Develop a focused individual giving strategy, with clear steps to take you forward.
- Make the most of both digital and offline tools to engage supporters.
- Strengthen support from individuals and corporate partners over time.

The training is structured to fit alongside your existing workload and is backed by monthly mentoring to support you as you apply new skills and build confidence. You will leave the programme with a clear plan and the tools you need to grow income in a sustainable and strategic way.

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