

# Face-to-Face Fundraising workshop

## Setting a new national standard

### Module aim

To introduce a new standard in face-to-face fundraising through a one day workshop that is the first in the country to be recognised by the **Chartered Management Institute (CMI)** - a professional stamp of approval charities can depend on.

The course will introduce participants to the basic principles and best practice of face-to-face fundraising. Participants will learn what makes a great face-to-face fundraising experience and how to meaningfully engage with members of the public. They will be able to demonstrate high standards of personal and professional responsibility by ensuring fundraising activities are legal and adhere to the Code of Fundraising Practice and demonstrate the Chartered Institute of Fundraising behaviours. A CMI recognised certificate will be awarded to all successful delegates.

### Who should attend?

Charity face-to-face fundraisers and Supervisors/Managers of face-to-face fundraisers.

**Duration** 1 day

### Learning outcomes

- > Identify what makes a great face to face fundraising Experience and the behaviours necessary to achieve this
- > Explore The Code of Fundraising Practice and the Chartered Institute of Fundraising behaviours and agree how these can be demonstrated in face-to-face fundraising work:
  - **Ethical** – work with the guidelines and requirements of relevant legislation, regulations and codes of practice
  - **Resilient** – recognise own and others emotional responses to difficult situations
  - **Empathetic** – demonstrate empathy through listening, checking understanding, offering support and assistance appropriately and with sensitivity
  - **Inclusive** – welcome difference and ambiguity and examine assumptions and bias
- > Put into practice the Chartered Institute of Fundraising behaviours shared during the workshop
- > Identify areas where their own behaviour can be developed and improved and devise an action plan for achieving this.