

The Corndel Diploma in Fundraising

An introductory guide for prospective participants



Corndel
Fundraising.

Introduction

The Corndel Diploma in Fundraising is a career-focused programme for fundraisers and support engagement teams, delivered within their workplace. The Diploma blends coaching, training and personal development, tailored to each organisation and individual fundraiser.

What you can expect from us



A world-class curriculum



Practical, flexible, accessible resources



Regular one-hour learning and coaching session with your PDE



Regular feedback, advice and support



Experience, knowledge and empathy



A great working relationship with your manager and business



Overview

The Corndel Diploma in Fundraising recognises the critical knowledge, skills and behaviours needed to be a successful fundraiser.

Over 13 months, you will learn to effectively plan, manage and deliver successful campaigns of all shapes and sizes – from individual giving to large donors and major gifts – significantly increasing charities' return on investment.

Personalised

During the Diploma, you will be introduced to tools and frameworks which are practically and immediately relevant to your work.

From the outset, you will explore your own goals and approaches to fundraising initiatives and be coached and supported to manage these more effectively.

The programme is designed to fit around your professional commitments, while

providing you with a supportive one-to-one coaching relationship normally reserved for senior executives.

High Value

Your Professional Development Expert will work with you over 13 months to support you to complete the Diploma. They are your own personal coach.

Corndel's Professional Development Experts are experienced leaders with a background in fundraising and non-profits. Our team has supported employees in the third sector at all stages of their professional development.

Respected

The Corndel Diploma in Fundraising is developed in partnership with the Chartered Institute of Fundraising (CioF) and accredited by the NCFE and incorporates the apprenticeship fundraising standard.

Content and Format

The Corndel Diploma in Fundraising consists of six units, shown on the page opposite.

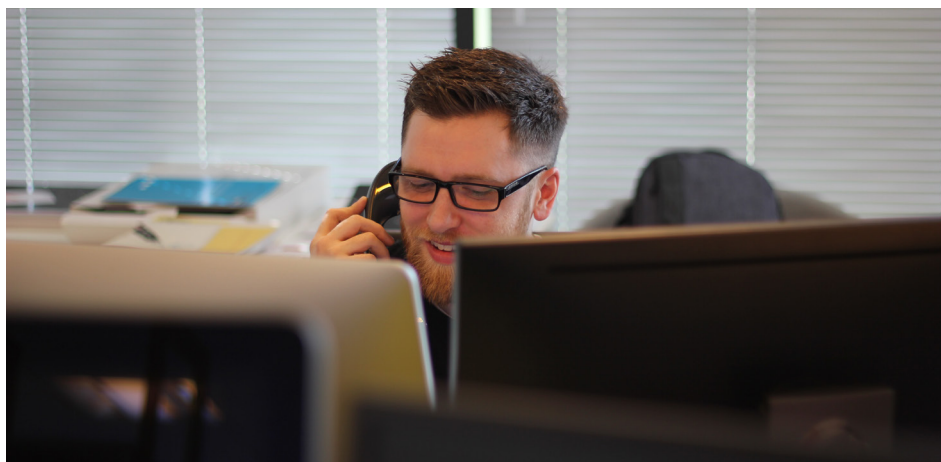
Core concepts are introduced in online materials and resources, before being discussed in personal coaching sessions. You will then complete short reflections about your approach to fundraising, helping you to apply your new knowledge and skills to the way you deliver fundraising activities.

Depending on the format agreed with your HR team, there may also be occasional workshops and small group sessions which explore key business priorities.

Key features:

- 13-month development programme
- Spread over six units
- Pairing with a coach with relevant third sector experience

- Regular one-to-one coaching
- Online resources introducing core content
- Tailored workshops designed with your employer
- Small group sessions to practise core fundraising skills
- Individual professional development activities which fit around your role and responsibilities
- Awarded the Corndel Diploma in Fundraising on completion
- Awarded the Chartered Institute of Fundraising Foundation Certificate in Fundraising on completion
- Awarded a Level 3 Apprenticeship Certificate in Fundraising
- Associate membership to the Chartered Institute of Fundraising



Corndel Fundraising

Programme Overview

Unit 1

Personal and professional development

- Personal SWOT
- Honey & Mumford's learning styles
- Giving and receiving feedback
- Personal development planning
- Ethical fundraising

Unit 2

Effective fundraising

- The history of fundraising
- Fundraising today
- Fundraising methods e.g. community, legacies, major gifts, events, corporate, trust and foundation
- Digital fundraising
- Volunteers
- Stakeholders and collaboration
- Understanding your organisation

Unit 3

Understanding supporters to make appropriate asks

- The case for support
- Donor motivations
- Networking
- Tailoring your 'ask'
- Influencing, storytelling and presenting
- Negotiation and handling objections

Unit 4

Fundraising planning

- A planning framework
- The fundraising audit and SWOT analysis
- Setting fundraising objectives
- Donor markets and segmentation
- Time management, prioritisation and contingency planning
- Evaluation and impact reporting

Unit 5

Building long-term relationships with supporters

- The supporter journey
- SRM and data protection
- Active listening and questioning
- Building rapport and trust
- Emotional intelligence and self-awareness
- Resolving conflict and building resilience

Unit 6

Financial principles of fundraising

- Budgeting
- Reporting and forecasting
- Tax-efficient giving
- Procurement
- Handling cash

Frequently Asked Questions

1. Why should I enrol on The Corndel Fundraising Diploma?

Undertaking the Diploma will help you increase income generation while supporting your personal development and career progression.

Over 13 months of coaching and training, you will be helped to apply fundraising frameworks and best practices to improve your personal and team performance.

Working with your coach, you will be able to explore the issues you face in your role and resolve them by applying best practice fundraising techniques.

On completing the Diploma, you will be confidently applying your learning to show innovation and creativity in identifying the right targets at the right time, making appropriate 'asks' and demonstrating impact.

Unlike many business education programmes, the Diploma is highly tailored to you and your role. Your personal coach will help you apply new knowledge and skills to your immediate challenges and ongoing professional development.

2. Who is the Diploma for?

Candidates will typically already work in a fundraising role or support the fundraising team but want to develop their skills and knowledge and achieve a professional status – so that they can contribute more to their cause. They should be open to the benefits of one-to-one coaching.

3. How long does it take to achieve the Diploma?

The programme lasts 13 months.

4. What will I have to do?

You will have access to resources covering core content via Corndel's online learning platform. Using these each week, you will explore each topic and undertake short focussed tasks to apply concepts to your work. Each fortnight, you will have a one-to-one session with your Professional Development expert.

Corndel is also working with your HR team to ensure the Diploma is tailored to your organisation. This may include bespoke workshops focussing on key priorities.

5. What is the time commitment?

- Regular one hour of one-to-one coaching every, via video conferencing, plus preparation time;
- 5 workshops and 2 group sessions;
- Weekly guided self-learning via Aptem and textbooks;
- Application of learning to workplace;

6. What certification will I achieve?

On completion, you will be awarded the Corndel Diploma in Fundraising, a Level 3 Apprenticeship Certificate and the Chartered Institute of Fundraising Foundation Certificate in Fundraising.

7. What is my employer investing in me to undertake the Diploma?

Your organisation is making an £8,000 investment in you to undertake this programme. Since 2017, businesses have paid a Government training levy (the apprenticeship levy) which your employer has chosen to invest in your personal development as a highly valued employee.

8. Am I eligible to undertake the Diploma?

If your employer is using the levy to fund your Diploma, you need to meet some Government eligibility criteria. The main ones are:

- You must work at least 50% of the time in England;
- If you are a UK or EU/EEA citizen, you must have lived in the UK for the last three years;
- If you are not a EU/EEA citizen, you must have lived in the UK for the last three years;
- You cannot be funded if you already have a qualification at the same level or above, in this subject area.

Your employer may have additional criteria.

10. How do I enrol?

Your employer will give Corndel a list of the people who wish to enrol. We will then send you an online enrolment form, ask for proof of identity and residency, and check eligibility.

Government rules mean you will also need to show us evidence of past English and Maths qualifications.

Corndel works with leading UK organisations to develop the organisational capabilities which drive performance. We design and deliver people development programmes to support operational improvement, digital transformation, data analytics, cultural change and leadership development. Our programmes are carefully designed to take advantage of the Apprenticeship Levy, so organisations can maximise their investment in valued employees.



Corndel

Highgate Studios
53-79 Highgate Road
London NW5 1TL

020 8102 9040
info@corndel.com

© March 2022