

INSIGHT IN FUNDRAISING **ESSENTIALS**

A brand new one-day course looking at how you can make the best use of Insight as a fundraiser

WHAT ARE THE BENEFITS?

- Understand what Fundraising Insight is and how it can benefit your organisation
- Get an overview of all the key tools and techniques used to understand your audiences, products and the impact of your communications
- Identify ways in which your charity can develop its use of Insight

WHO IS IT FOR?

- Anyone in a fundraising role who currently uses or would like to use Insight
- Aspiring or new members of an Insight, Analysis or Research team in a charity
- Insight professionals who would like to get a comprehensive overview of the topic or want to refresh their knowledge

WHAT ARE PEOPLE SAYING?

"The content and structure was really strong and I found it all incredibly useful"

Lorna Barton-Nicol Database Officer, MS Society

"It was a really interesting course that increased my knowledge of the process and got me more excited about the potential of Insight"

Katy Payne Head of Events, Parkinson's UK

HOW MUCH DOES IT COST?

The course runs for one day and costs £175 for IoF Members or £195 for Charity employees.

WHERE & WHEN WILL IT RUN?

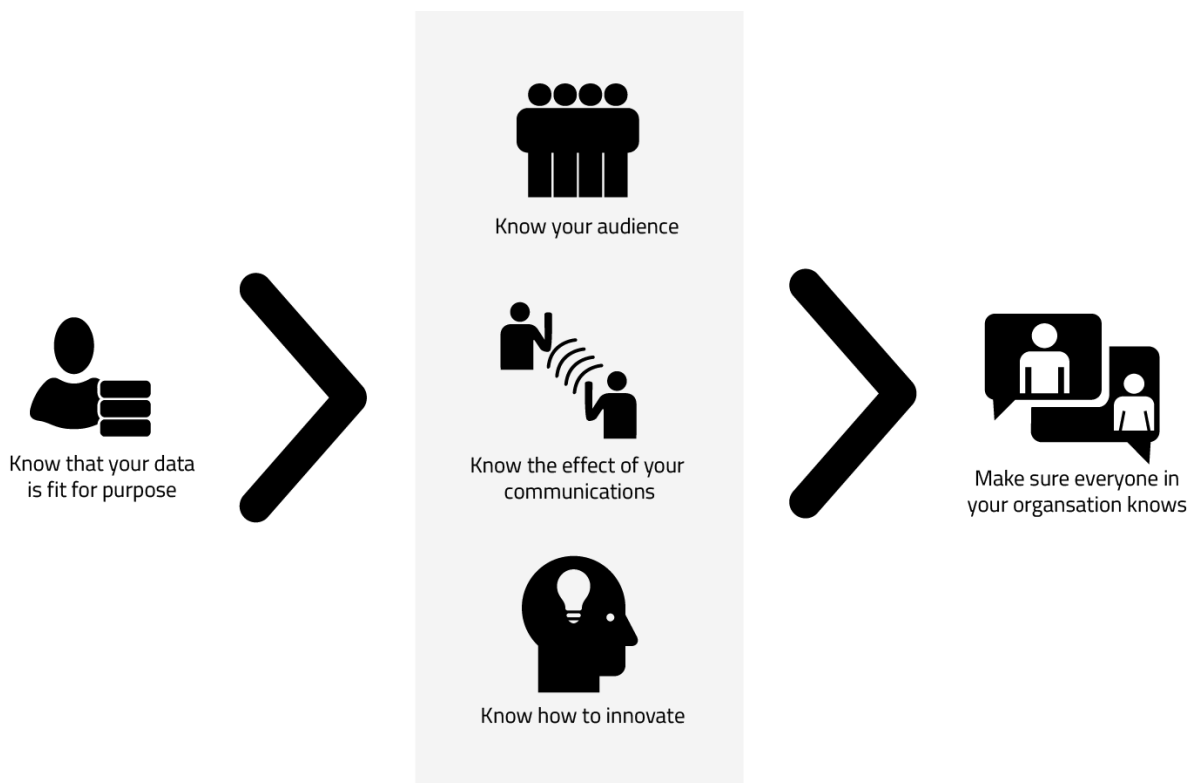
The course will run as part of the IoF Insight SIG course programme, which has an autumn and spring session, it is likely to run at least once in both semesters.

The course will be run regularly in London and where there is demand it may also be run regionally.

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WHAT DOES IT COVER?

The course is based on the Insight model shown below, where the key ingredients in good Insight are understanding your audience, knowing the effect of your communications and using Insight to drive innovation. Underpinning all of this is good data on which to base your analysis and research and good communication of insight throughout the charity.



HOW IS IT DELIVERED?

The course is a mixture of discussions and presentation from the trainers, giving participants a chance to share ideas and experiences with their colleagues as well as gain an overview of the topic from experienced trainers. All of our trainers work in the charity sector and have direct experience of delivering, managing and communicating Insight work.

HOW DO I CONVINC MY BOSS?

It is a great way to learn about best practice in Insight and will help your team to spot areas for improvement.

You will network with peers from other charities and share ideas and experiences to learn from each other.

In turbulent times an understanding of your donors and the performance of your charity has never been more essential - what are you waiting for?!