



**Corndel
Fundraising.**

The Corndel Diploma in Fundraising

**Broadening foundational
knowledge to inspire innovative,
successful fundraising**

Accredited by



**Chartered
Institute of
Fundraising**

The landscape of fundraising has never been more turbulent. The last 18 months have tried and tested charities, and with it, their amazing fundraising teams. Between furlough, organisational changes and, for some, a decline in income, there has been a momentous shift across fundraising that will continue to impact the sector for years to come.



Yet despite all of this, passionate and talented fundraisers are working tirelessly to do more for their cause. Driven by the desire to deliver the best for their supporters, fundraisers have pushed the boundaries and adapted to ensure their organisation can deliver vital services.

Behind all of the passion however, is a workforce that needs to be recognised. That needs to be developed. That needs to be invested in. According to the Chronicle of Philanthropy report, 51% of fundraisers say they will leave their current non-profit within 2 years, with 30% of fundraisers saying they plan to leave fundraising altogether.

The reason for this exodus is constantly shifting, but there are two consistent elements:

84% of fundraisers say they feel “tremendous pressure to succeed” in their role.*

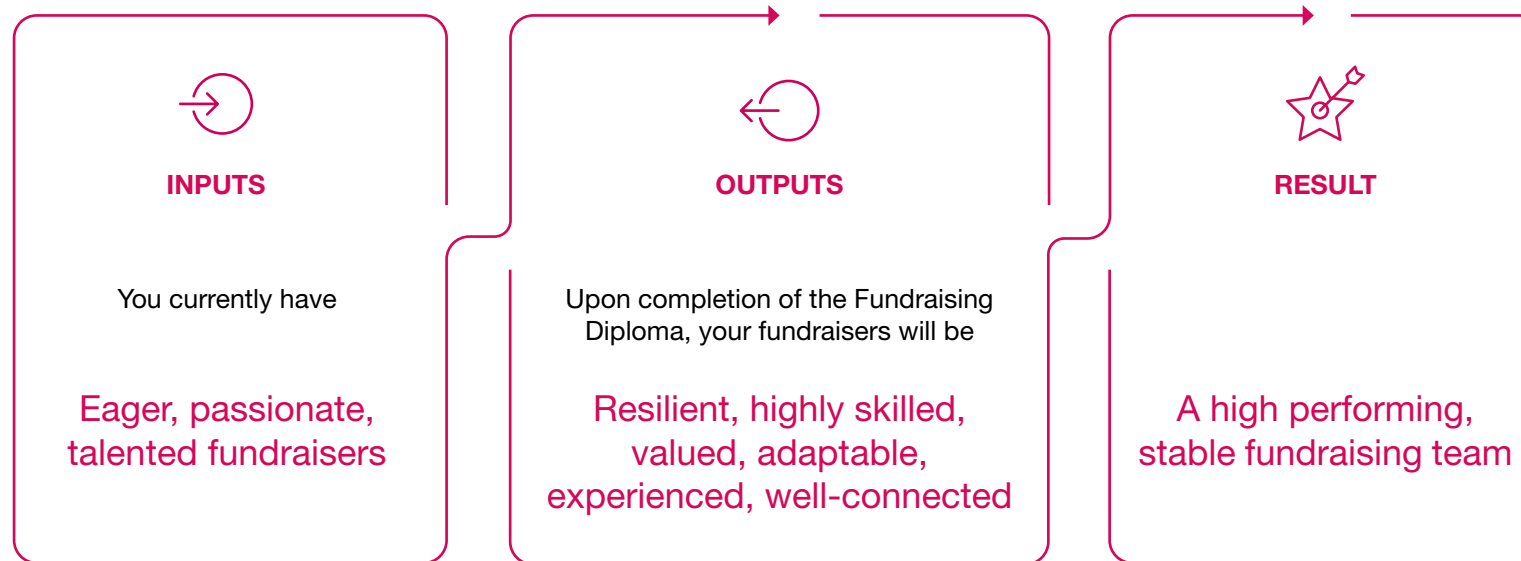
55% of fundraisers say they “often feel unappreciated” in their work.*

* <https://www.philanthropy.com/article/51-of-fundraisers-plan-to-leave-their-jobs-by-2021-says-new-survey/>

Investing in the future of your charity

With rising pressure, stretching targets and a lack of career development opportunities, the average fundraiser stays in a job for just 16 months before assuming another position. And whilst spending funds on training & development for staff can be hard to secure, according to the Society for Human Resource Management (SHRM), replacing team members costs more — on average it costs a charity 90% to 200% of a person's salary in direct and indirect costs to find and train someone new.

The Corndel Diploma in Fundraising, accredited by the Chartered Institute of Fundraising, develops the skills fundraisers need to succeed and thrive. Using your Levy to invest in passionate individuals, you can develop resilient, loyal, adaptable and well-connected teams, who throughout our 13-month programme, can refine skills and broaden their knowledge across multiple-income streams.



* <https://benefactorgroup.com/revolvingdoor/>



Case study

MACMILLAN CANCER SUPPORT

Macmillan Cancer Support, one of the largest UK charities, places high strategic value on personal development and are 'focused on creating an environment where employees can continue to develop, fulfil their potential and grow their careers'.

Using their Apprenticeship Levy, Macmillan's HR team are offering their fundraisers across all income streams the opportunity to join the Level 3 Fundraising Diploma, gaining valuable, relevant skills and a Chartered Institute of Fundraising qualification.



Geoff Morey, People Development Manager at Macmillan Cancer Support



On choosing Corndel's Fundraising Diploma

- ✓ **A fantastic development opportunity.** We want our fundraisers to be the best they can be, learn through application and also feel rewarded through development. This meant the Level 3 Diploma was perfect for Macmillan.
- ✓ **Credibility.** Corndel were involved in the Trailblazer Group that created the Fundraising Apprenticeship Standard that we wanted to deliver, and they brought a level of understanding and expertise that we didn't find elsewhere.
- ✓ **Previous experience.** Corndel delivered what we wanted and supported us every step of the way.

On using the Apprenticeship Levy

At Macmillan we want to see learning transferred into the workplace, in fact, there's no better way to learn than through real-life application. By offering apprenticeship programmes, our people are encouraged and enabled to apply their learning to their work. This not only benefits the learner by making the learning stick, but it also creates value through improved performance for Macmillan.

On working with Corndel

Partnering with Corndel could not have been easier. They have done all the heavy lifting in getting this programme set up and running, and made what could have been a complicated process, pain free.

Apprenticeship Levy

Corndel can help you to access Levy funds and allocate it to training your fundraising teams.



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Working with Corndel is perfect for us as they work in true, long term partnership with us, immersing themselves in our culture and organisational context.

Brett Terry, People Director, NSPCC

Why other charities are using their Levy:

- ✓ Increased employee morale, motivation and productivity – demonstrating commitment to the personal development of your teams
- ✓ Enhanced employee loyalty and retention – developing existing talent rather than spending time and money on recruiting and training new starters
- ✓ Empowered and highly skilled team – not only are you investing in individuals, but you are also investing in the future of your organisation





The Corndel Diploma in Fundraising

Fundraising is a highly skilled profession. Fundraisers need to be both methodical and creative. Target driven and empathetic listeners. Resilient and flexible.

Our programme not only helps established fundraisers to develop these core skills needed to engage their supporters and raise vital income, it is an opportunity for organisations to nurture new talent and diversify their fundraising teams through workplace learning.

The Corndel Diploma in Fundraising is a 13-month programme that is taught using a blend of workshops, regular one-to-one tuition with experienced fundraising coaches, and provides access to industry-leading online resources.

Recognised professional qualification:



The Corndel Diploma in Fundraising is accredited by the Chartered Institute of Fundraising (CloF) and all learners will be awarded the Chartered Institute in Fundraising Level 3 Foundation Certificate, upon completion of the course. Learners are given membership to the CloF throughout the course, and have access to resources, monthly magazines, and the CloF community.

The Chartered Institute of Fundraising is the professional membership body for UK fundraising and supports fundraising professionals through:

- ✓ Continuously enhancing of knowledge, skills and behavioural capability across the sector
- ✓ An ever growing active community of fundraisers and new networking opportunities
- ✓ Ensuring best practice and leadership
- ✓ Creating a safe environment for fundraisers

Who is it for?



Candidates will typically already work in a fundraising role but want to develop their skills and knowledge and achieve a professional status – so that they can contribute more to their cause. The Diploma is designed to give fundraising professionals the skills they need to effectively plan, manage and deliver successful fundraising journeys of all shapes and sizes – from community fundraising to large donors and major gifts – significantly increasing charities' return on investment.

Six core topics



- Personal and professional development
- Effective Fundraising
- Understanding how to make appropriate asks
- Fundraising planning
- Building long-term relationships with supporters
- Financial principles of fundraising

Programme features



- 13-month blended delivery model
- Fortnightly coaching with a Professional Development Expert
- Peer group workshops
- Practical projects to embed learning
- £8,000 course fully funded by your Apprenticeship Levy

Outcomes



Upon completion, employees will have the skills to:

- Build more sustainable donor relationships, through stewardship planning, emotional intelligence and building trust.
- Create stronger annual fundraising plans, built upon detailed donor/market analysis, clear objectives and performance management.
- Achieve more effective 'asking' by understanding supporters' motivations, telling better stories and harnessing the power of digital.



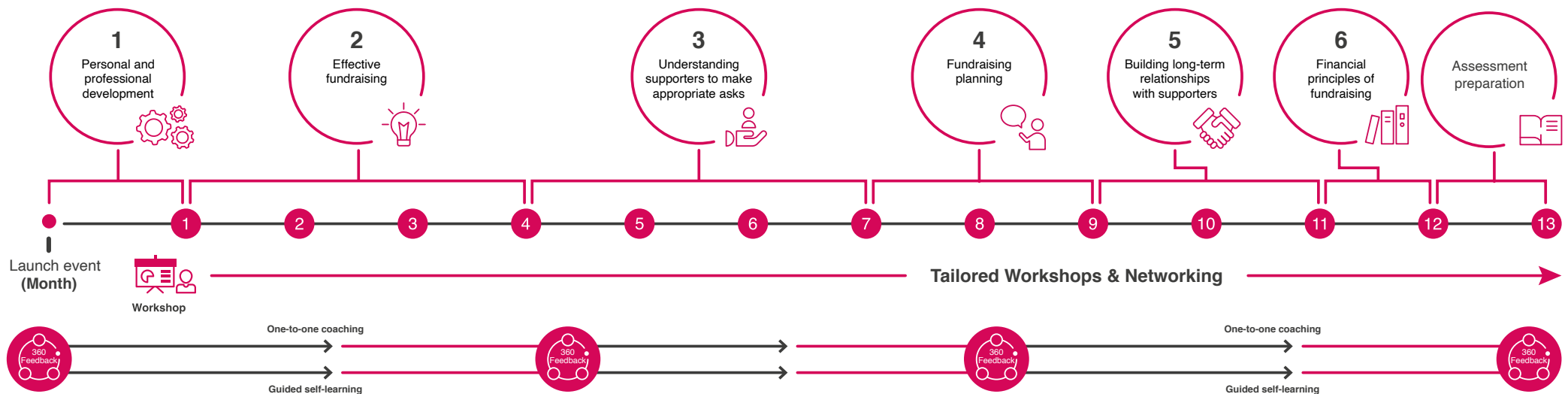
BB

The course has had a massive impact on my approach as a fundraiser, I have thoroughly enjoyed learning the course content which has greatly increased my knowledge of modern fundraising. The support I have received outside of my own independent learning in the workshops has helped to not only solidify this knowledge but allow me to apply it to my day-to-day work.

Elly Smith, Development Support Officer,
Vauxhall Community Law and Information Centre



Course structure



1	2	3	4	5	6
UNIT 1: Personal and professional development	UNIT 2: Effective fundraising	UNIT 3: Understanding supporters to make appropriate asks	UNIT 4: Fundraising planning	UNIT 5: Building long-term relationships with supporters	UNIT 6: Financial principles of fundraising
<ul style="list-style-type: none"> • Personal SWOT • Honey & Mumford's learning styles • Giving and receiving feedback • Personal development planning • Ethical fundraising 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • The case for support • Donor motivations • Networking • Tailoring your 'ask' • Influencing, storytelling and presenting • Negotiation and handling objections 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Budgeting • Reporting and forecasting • Tax-efficient giving • Procurement • Handling cash

Professional Development Expert spotlight: Jemma Molloy



Jemma Molloy is a Fundraising programme Professional Development Expert. She has held multiple senior positions at a range of charities including Cancer Research UK, Bowel Cancer UK and The Children's Society. Jemma went on to be part of the new Fundraising Apprenticeship Standard trailblazer group and is now sharing her wealth of knowledge with Corndel learners.

"In my early career at Cancer Research UK, I was responsible for organising 10 Race for Life events per season. After three years, I was promoted to Senior Area Events Manager and took on the role of coaching, training and mentoring new events managers as they came on board. This was a rewarding role through which I supported four events managers in recruiting nearly 83,000 participants and raising £4.6million for the charity across 32 events in two years. It was a role I absolutely loved but after five years in events I was ready for a new challenge. I moved across to the Community Fundraising department, managing a team of seven field-based fundraisers."

In her role as Regional Fundraising Manager, Jemma implemented the national volunteer fundraising operations and income stream plan by writing and delivering a regional fundraising plan. "It was critical to build and develop positive internal and external working relationships with colleagues and supporters in this role. I spent a lot of time on the road, getting to know supporters and understanding their situations. We looked holistically at each supporter, understanding their drivers and shaping other ways in which they might like to support the charity through campaign work and volunteering as well as giving."

For the last seven years, Jemma has been at The Children's Society, most recently in a senior L&D role where she trained and coached around 750 staff. As part of that role, Jemma was already managing the Levy fund at The Children's Society and had written and launched an apprenticeship scheme for shop managers in the retail division. This experience led to her being invited to join the trailblazer group to define the skills, knowledge and behaviours required for the new Fundraising Standard.

"I know just how many people fall into a fundraising role and was excited to be part of the group shaping what a professional qualification, funded by the Apprenticeship Levy, would look like. It's great to have a programme that follows a set timeline and modules that really develop a fully rounded fundraiser. It doesn't matter where they work, be it major gifts, community or events, participants will have a solid grounding from which to launch and progress a career in fundraising."

Professional Development Expert spotlight: Lianne Howard-Dace



Lianne Howard-Dace, Professional Development Expert at Corndel, combines a over decade of experience in the charitable sector a host of exceptional achievements including being the co-author of *The Complete Fundraising Handbook*, DSC 2019.

Lianne has over 12 years' experience within the fundraising sector, including four and a half years at Christian Aid, where for over three of those years, Lianne led the central community fundraising team to support delivery of all community fundraising products and supporter engagement. Following her time at Christian Aid, Lianne went on to become YMCA's Community Fundraising Development Manager as well as being a Founding Member of the Supporter Experience Collective.

Two years ago, Lianne became a freelance Fundraising Consultant.

"Having worked for a variety of causes and different sized organisations, I understand the day to day pressures that fundraisers are under. The last year has really highlighted that organisations are not just looking for fundraising to deliver new products, but instead, they need fundraisers who can think laterally and establish new ways of working, internally and with supporters. Now more than ever fundraising teams have to be more agile and responsive in order to engage their supporters and maximise opportunities.

Whilst at Christian Aid, I led their flagship appeal which meant managing a multi-disciplinary project team. During this time, I learnt a lot about the importance and need for collaboration, and how we continuously needed to be innovating to stay ahead."

Lianne joined Corndel as a Professional Development Expert in May 2021.

"I have always enjoyed helping other fundraisers to flourish and through joining Corndel and delivering the Fundraising Diploma, I am able to support fundraisers to become their very best. The quality of the course and impact and it is having on learners, even in a short space of time, is amazing to see. And it is not just the impact on the learners themselves, the programme is showing to have a ripple effect. We are seeing first-hand the influence that the programme is having to organisation; from supporting new ways of working to inspiring innovation within teams, our curriculum is helping to unlock new strengths and skills they might not have otherwise found. It is really exciting to be part of something that is providing continual improvement across organisations."

About Corndel

Corndel is an industry leading training company, already working with some of the UK's largest organisations and charities.



Why choose Corndel



We are market leaders in designing and delivering practical, tailored apprenticeship programmes at zero cost to our clients



We work with over 3,500 learners annually, helping each of them do their jobs better and enhance their careers



Bite-sized, modular course content that aligns with day-to-day working practices is delivered through video, audio and text



Dedicated personal coaching underpins every Corndel learning experience, developing practical skills that deliver real impact



The Corndel Diploma in Fundraising is fully funded by your Apprenticeship Levy.

To find out more about building your fundraising capability contact:

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