

## **Developing fundraising opportunities for your Church Trust.**

**How has your Church Trust coped during the COVID-19 pandemic? Are you looking for new ideas to increase public awareness and income for your Church Trust?**

**Michael Auton Consultancy** offer you the opportunity to participate in an online fundraising course via Zoom exploring a range of income generating activities. Topics will include.

- *The need for a fundraising strategy for your church trust.*
- *Building strong links with your local business and community.*
- *Understanding donors / members and developing a planned stewardship programme.*
- *Exploring funding opportunities through grant making trusts and foundations.*
- *Developing a digital strategy for your Church Trust, focusing on virtual events and social media.*

We will use a combination of formal presentations and breakout sessions, providing opportunity for attendees to ask questions and share experience and knowledge with others on the course. Each session will last 1.5 hours with opportunity to book a follow up session with Michael to discuss any fundraising and marketing issues within your own Church Trust.

Sessions will take place at 10.30am every Tuesday and Thursday between 11<sup>th</sup> and 25<sup>th</sup> May 2021. **The cost will be £11 per session (covers two representatives from your Church Trust) or £50 for all five.**

Tickets can be purchased online by visiting <https://www.trybooking.com/uk/ZZF>. Alternatively, we can arrange to invoice your Church Trust. For more information about the course or to arrange an invoice, please call Michael Auton on 07862 253514 or email [michaelautonconsultancy@gmail.com](mailto:michaelautonconsultancy@gmail.com).

### **Feedback from past participants**

*"This training has given me a foundation in the art of Fundraising. We hope to use this knowledge to fundraise and increase income for the organisation so that we can continue providing our service" - **Alem Saged Abey, Co-ordinator, Ethiopian Welfare Association.***

*"As someone new to fundraising, I found the course very good - it covered a range of fundraising options in enough detail to understand the process and consider how this could be applied to our organisation. I have a number of ideas to research further and hopefully implement at the Fashion Museum." **Desiree Goodall, Marketing Officer, Fashion Museum, Bath.***

## Timetable

- **Tuesday 11<sup>th</sup> May -10.30am to 12.00noon** - *The need for a fundraising strategy for your Church Trust.*
- **Thursday 13<sup>th</sup> May – 10.30am to 12noon** - *Building strong links with your local business and community.*
- **Tuesday 18<sup>th</sup> May – 10.30am to 12noon** - *Understanding donors / members and developing a planned stewardship programme.*

**Thursday 20<sup>th</sup> May – 10.30am to 12noon** - *Exploring funding opportunities through grant making trusts and foundations.*

- **Tuesday 25<sup>th</sup> May – 10.30am to 12noon** - *Developing a digital strategy for your Church Trust, focusing on virtual events and social media.*

### About Michael Auton

Michael Auton has over 30 years fundraising and marketing experience across a broad range of income generation specialisms and charities. He now runs his own fundraising consultancy, supporting not for profit organisations to develop their fundraising knowledge, review internal processes and explore opportunities to maximise income and recruit new donors / supporters. He provides advice, hands on support and training where needed. He has also supplied interim cover for various roles while charities have recruited new staff.

Michael is currently working with several clients including Somerset based Happy Landing Animal Shelter, SimPal and the Bath Ethnic Minority Senior Citizens Association (BEMSCA). He has worked with over 35 different clients since the consultancy was established in 2014.

Between June 2018 and March 2020, Michael was Ride+Stride Co-ordinator for the Somerset Church Trust. He was also a member of the Ride+Stride National Committee. He has a practical understanding of the challenges faced by Church Trusts across the UK. This course is designed to help trustees and volunteers to explore new opportunities as we ease out of the COVID-19 Lockdown.



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