



Workshop Description

How to set up a Community Shares Project

About This Workshop

This one-day interactive workshop will provide attendees with all the information and guidance they need to understand how heritage organisations can utilise community shares to raise significant sums from their supporter communities.

Who Should Take This Workshop?

This course is designed mainly for trustees, committee members and those who work with them. It will provide the background to community shares and who is using them, and why they have been adopted by many organisations as a method of raising finance. We will also look at what is needed from a legal, technical and practical perspective to run a successful community share offer.

Time: 10:00-16.30 Arrival from 09:45

Learning Outcomes

On completion of this workshop, it is expected that learners will be able to:

1. Understand what community shares are from a technical perspective and put them in context alongside other funding and finance methods.
2. Understand why community shares are being used by organisations in heritage sector.
3. Understand the factors they need to analyse whether a share offer might work for their own organisation.
4. Understand what attitudes and practical steps are necessary to undertake a successful community share offer.
5. Understand the sources of support to undertake a successful share offer.

Outline of Content

- What are Community Shares:
- Which organisations are using Community Shares to raise capital, and why?
- Who is buying Community Shares, and why?
- What's needed for a Community Share offer (including options for Charities and CICs)
- How do you do a successful community share offer (including using behavioural insights)
- Who a share offer might work well for, who they won't, and why
- Sources of advice and support for next steps

Learning Methods

The workshop will use a range of methods including: Trainer directed presentation

- Trainer direct presentation
- Whole group discussion
- Whole group exercises
- Small group exercises