

Executive Coaching

This is an exciting time in the heritage sector. More and more organisations are seeing the fundraising potential of their causes and they are enthusiastic in their search to embrace it. However, these smaller heritage organisations, often with volunteers taking on the fundraising mantle, do not have the experience or knowledge of the sector to move forward and create a reliable income stream away from the long-established comfort of their traditional, dwindling public funding source.

The current programme of training offered by the Institute of Fundraising (IoF) in conjunction with the Heritage Alliance, has been the catalyst for change in the sector. In order to build on this appetite for growth and income generation amongst heritage organisations, a specialist programme tailored to individuals and organisations is now being offered as follows

Model 1 Developing Organisations

There is a strong demand for organisations to receive advice on an individual basis from an IoF consultant who would offer expert guidance and training.

The advice sessions would take place over a 6-9 month period, beginning with an initial meeting between the IoF consultant and senior managers of the organisation to discuss their development needs and to ensure that the resulting guidance is relevant and tailored to their resources and requirements.

In order to ensure strategic fit between the organisation's needs and the skills and abilities of the team, a thorough and objective assessment of the organisation's previous, current and potential fundraising opportunities would also be made at this initial stage, along with a review of the abilities, experience and resources of the fundraising team. A bespoke programme of advice and training would then be outlined and delivered over the next 6 months on a one to one or group basis, depending on the requirements of the organisation.

How does it work:

Initial meeting held with the consultant and assessment of fundraising potential and the capabilities of the team (will depend on size)

Followed by:

Materials design; meeting and assessments; preparation of bespoke training programme;
Delivery of bespoke training and consultancy (6 days)

Total cost per organisation = £2000

QUALIFICATIONS OF THE CONSULTANT

Jo O'Sullivan has an MBA and BA (hons) from the University of Warwick which have enhanced her understanding of strategic development and given her an in depth knowledge of the economic environment.

As an Associate of both the Directory of Social Change and the Institute of Fundraising and an Associate Member of the latter organization for over 20 years, she has the knowledge and credibility to design and undertake these programmes. In addition, her experience in the sector offers the following;

- Over 20 years extensive experience and knowledge of the fundraising sector with international, UK and regional organisations, from Board level to volunteer
- A good understanding of the issues facing heritage organisations
- An awareness of today's economic issues that impact on charitable income
- Experience of training a range of organisations in the heritage sector as part of the Heritage Alliance and IoF programme