



## **Diversify Your Income – Training Offer**

The following training is available to all museums in the East Midlands and East of England. Spaces for each event will be ringfenced for programme participants of the Diversifying Your Income programme, with other spaces available to accredited museums or those working towards accreditation in the two regions. They will all take place online.

**Introduction to Fundraising – Wednesday 15<sup>th</sup> September, 2-4pm** Delivered by Arts Fundraising & Philanthropy trainer Helen Jenkins, this course will build on the knowledge of staff, Trustees and volunteers in key fundraising techniques, in order to maximise income generation success from a range of sources.

**Digital Fundraising Campaigns – Thursday 23<sup>rd</sup> September, 10am-12noon** Delivered by digital fundraising expert Zoe Amar, this course will support staff and Trustees to design and launch digital fundraising campaigns through which to enhance individual giving as an income stream.

**Writing Great Applications – Wednesday 6<sup>th</sup> October, 2-4pm** Delivered by *Cause4's* Head of Development Annie Jarvis, this course will provide practical advice and guidance for developing compelling bids to Trusts & Foundations and other grant writing, including how to research prospects and tell a unique story.

**Online Ticketing – Week commencing 18<sup>th</sup> October** Delivered by the Digital Culture Network, this course will highlight the opportunity offered by online box office systems, key considerations in choosing a platform, and how to successfully integrate new systems into day-to-day activity. *Final content subject to change.*

**Launching an E-Commerce Offer – Week commencing 8<sup>th</sup> November** Delivered by the Digital Culture Network, this course will support organisations new to online retail to launch an e-commerce offer appropriate for the organisation, that diversifies income and engages new audiences. *Final content subject to change.*

**All Things Shop – Thursday 18<sup>th</sup> November ,10am – 12noon** Delivered by Polly Redman, commercial and communications manager for Braintree Museum and The Warner Textile Archive and a freelance heritage retail consultant. This course will look at the changes and challenges for museum retail because of Covid, especially in relation to smaller museums. It will explore how more people are wanting to support, stay and buy local, and how museums can maximise on this and create a resilient income stream through their shops.

**Maximising Income from Hires – Wednesday 1<sup>st</sup> December, 2-4pm** Delivered by *Cause4* Director of Strategy and Programmes David Johnson, this course will consider how buildings and spaces managed by museums and heritage sites can be successfully hired for commercial or community use. As well as the key considerations in developing a space-hire arm to your charity.

**Trustees Supporting Income Diversification – Thursday 16<sup>th</sup> December, 10am–12noon** Delivered by *Cause4* CEO Michelle Wright, this course will support Trustees to consider their role and responsibilities in supporting income diversification strategies and delivery.

For more information about the wider programme, [please click here.](#)