



Ofsted

Good  
Provider



**Fundraiser**

**Level 3**

**Duration: 13 – 16 Months**

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## Entry Requirements:

- Candidates should be in a suitable role to be able to gather evidence for their portfolio of evidence covering the Key Topics (below)
- Example Job Titles include: Fundraising / Income Generation Officer, Major Gift Fundraiser, Corporate Partnerships Fundraiser, Events / Community Fundraiser
- The entry requirement for this apprenticeship will be decided by each employer, but may typically be five GCSEs at Grade C or higher.

## Overview:

This is suitable for those in entry level positions within Charitable or not-for-profit organisations looking to progress their career in fundraising. They will be responsible for delivering day-to-day fundraising activities that provide essential income, and engagement with supporters. They will carry out research for opportunities and analyse data to support proposals for developing fundraising activities.

Typical activities for this role include:

- Building and maintaining relationships to acquire new supporters and retain existing ones
- Securing funds and raising awareness of their charitable cause in line with agreed targets and KPIs
- Managing a portfolio of external stakeholders including supporters, volunteers, corporate partners and eventers
- Contributing towards the management of suppliers
- Maintaining a database of supporters
- Conducting research in order to gain valuable insight
- Developing and delivering fundraising plans as directed
- Putting together creative content to build a case for support
- Contributing towards the development of fundraising plans and evaluating their effectiveness
- Promoting fundraising propositions and using innovation to develop new ones

## Key Topics:

- Commercial understanding of the third sector and fundraising environment
- Fundraising methods and how they are used
- Regulation, legislation and codes of practice
- Methodologies to undertake internal and external analysis and evaluation of fundraising products and services
- Elementary financial principles
- Key components of a 'Case for Support'
- Key components of a supporter journey
- Key components of a Fundraising Plan
- Different methods of communication to internal and external stakeholders
- How to approach and engage new and existing supporters
- Internal and external dependencies that influence the success of fundraising
- Organisational understanding
- Accurate data management
- Donor motivations

## Qualification Awarded:

- Fundraiser Level 3 Standard
- Functional Skills English and Maths Level 2

## Assessment Methods:

A variety of assessment methods will be used to demonstrate knowledge and competence including:

- Workbooks
- Assignments
- Product evidence
- Reflective accounts
- Discussions
- Witness testimony
- Observation

## End Point Assessment:

EPA is conducted by an external independent body at the end of the apprenticeship and will consist of the below activities:

- Portfolio of evidence
- Case for support pitch presentation with questions and answers
- Professional Discussion