

Fundraiser Level 3 Standard

Welcome to the Level 3 Fundraiser Programme

This apprenticeship will cover:

-  Storytelling and Relationship Fundraising
-  Communication and Digital Marketing
-  Pitching and Presenting Techniques
-  Ethical Fundraising, Fundraising Practice and Fundraising Activities

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Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a Level 3 Standard Fundraiser Apprenticeship.

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to practise what you are learning.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

If all of these apply, it counts as off-the-job training.

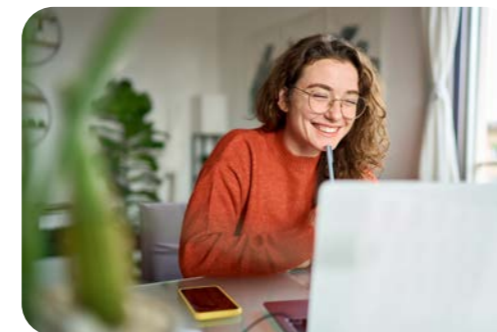
Virtual Classrooms

Learners will attend classroom sessions online using Zoom, our virtual-classroom software.

To access the session, they will need:

- A desktop/laptop computer
- To download the Class meeting software application

[Install Zoom](#)



Assessment

On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

[Apprenticeship Standard](#)

End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.

[EPA Explainer Video](#)

Fundraiser Level 3 Training

Unit 1 - The Charity Sector and The Case for Support

Delivery days - 1.5

Understanding the Third Sector and where your charity fits within it is key to starting your fundraising journey. Learners will begin to understand the different legislation in the Third Sector and what a charity can look like. They will learn the different visions and missions of charities and how the current fundraising climate has meant that we need to adapt our fundraising asks. Learners will develop their knowledge in how to build a case for support and how that differs depending on the audience and the ask, using for example, the Four Pillars theory.



Unit 2 - Supporter Motivations and Relationship Fundraising

Delivery days - 1.5

Different donors have different reasons for giving. These sessions explore what the donor's why is. During this session, learners will begin to understand the motivations of supporters, how to identify potential supporters, and introduce the idea of supporter experience. During this session, learners will discover how to understand donor needs as well as how to build trust, empathy and rapport. They will look into the contrast of service and impact of support.



Unit 6 - Income Streams and Working with Third Parties (continued)

It is essential that a charity is compliant when working with third parties. Learners will understand the requirements for working with volunteers, children and legislation for lottery and gambling. The unit will also cover fundraising preferences, use and segmentation of data and the various means of conveying an ask. means of conveying an ask.



Unit 7 - Comms, Marketing and Presentation Skills

Delivery days - 2

Learners will explore the broad landscape of marketing tools available to generate donations and raise awareness. They will learn how to align their charity's story into the appropriate advertising medium. Finally, they will discover how to evaluate their performance in marketing using industry standard tools. Learners develop and hone their different methods of presentation with in person sessions exploring elevator pitch, speeches, and networking skills.



Unit 3 - Personal Development

Delivery days - 1.5

Learners will learn how to plan their workload, aids to resilience, how to be a strong team member, as well as recognising wins and turning around losses. Communication skills are vital within a fundraising role and the learners will develop their listening and questioning abilities, adapting presentations depending on the audience, and help them to feel comfortable with delivering an ask.



Unit 4 - Storytelling and Sales

Delivery days - 1

Learners will discover the importance of working with service delivery teams to get access to service users. They will learn how to present the charity's stories and case studies and how to use this most effectively to generate donations or awareness.



Unit 8 - Charity Finance

Delivery days - 0.5

Learners will explore the various financial considerations of a charity including Gift Aid and tax relief. They will look at how to budget for campaigns and perform a cost benefit analysis. Finally, they will be able to explore company accounts to inform fundraising practice.



Unit 9 - Fundraising Plan and Donor Journey/Stewardship

Delivery days - 2

Learners will discover how to build a fundraising plan and understand its importance. They will uncover how to tie this into their business plan, as well as effectively budget for their plan. Finally, they will be able to create an impact analysis and report on the impact of their plan. They will learn how to make each donor important and listened to and what practices they can use to help build and develop the relationships.



Unit 5 - Code of Fundraising Practice and Ethical Fundraising

Delivery days - 1

During this module, learners will delve into fundraising legislation including the Code of Fundraising Practice. They will explore the practical applications of legislation to ensure compliance. Learners will understand the importance of applying ethics to their fundraising activity. They will deep dive into how to understand your organisations values in relation to potential supporters as well as ensuring that the charity is also acting ethically.



Unit 6 - Income Streams and Working with Third Parties

Delivery days - 6.5

Learners will investigate different types of fundraising including community fundraising, individual giving, corporate fundraising, legacies, trusts and foundations, mid and major donors, events, and digital fundraising. They will develop their knowledge of how to use different fundraising methods for their organisation to achieve campaign success.



Unit 10 - Pulling It All Together

Delivery days - 1

Learners will put into practice all the skills and knowledge developed throughout the course by building cases for support using practical scenarios and hands on guided support.



EPA Readiness - Portfolio

Delivery days - n/a

Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Summative Portfolio
- Project Showcase
- Professional Discussion



Learner Journey

Month 1

- The Charity Sector and The Case for Support
- Coaching Session

Month 3

- Supporter Motivations and Relationship Fundraiser
- Personal Development
- Storytelling and Sales
- Progress Review

Month 2

- Supporter Motivations and Relationship Fundraiser
- Personal Development
- Coaching Session

Month 5

- Income Streams and Working with Third Parties
- Coaching Session

Month 4

- Code of Fundraising Practice and Ethical Fundraising
- Income Streams and Working with Third Parties
- Coaching Session

Month 6

- Income Streams and Working with Third Parties
- Progress Review

Month 9

- Fundraising Plan and Donor Journey/ Stewardship
- Progress Review

Month 7

- Income Streams and Working with Third Parties
- Coaching Session

Month 8

- Comms and Marketing and Presentation Skill
- Charity Finance
- Coaching Session

Month 10

- Pulling it all together

Month 13

Gateway Exit Review

Month 12

- EPA Readiness Project Showcase and Professional Discussion
- Coaching Session

Month 11

EPA Readiness Portfolio of Evidence

EPA

Expectations during your apprenticeship

The modern apprenticeship revolves around the tripartite relationship between apprentice, employer and The Juice Academy. All parties are responsible for ensuring that the apprenticeship programme is a success.

The expectations listed are necessary for all parties to ensure that the apprentice completes their apprenticeship.



Apprentice

- Preparation and planning for coaching/classroom sessions
- Attending all virtual classrooms and coaching sessions
- Completion of tasks in the agreed timeframe
- Planning your 20% off-the-job training and completing your Bud activities
- Taking responsibility for your own development
- Communicate support needs to your line manager and Development Coach
- Update your Self-Study Log with the extra training you complete

Line Manager

- Facilitate time for the apprentice for their learning in working hours
- Monthly one-to-one reviews with learners to discuss progress, provide feedback and guide development
- Provide opportunities for learners to participate in relevant workplace tasks related to their apprenticeship standard
- Keep in regular contact with the apprentice and Development Coach
- Provide learning opportunities
- Support with 20% off-the-job training

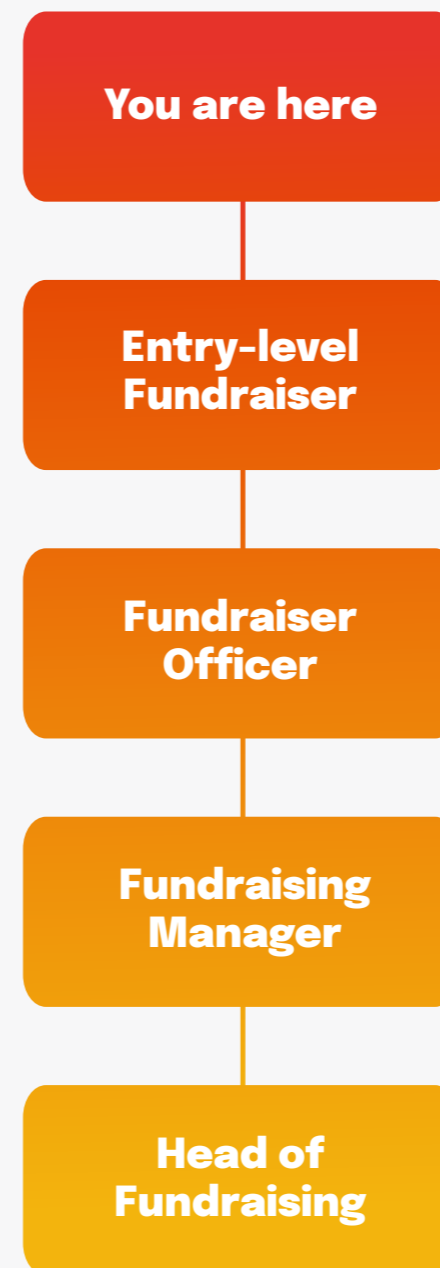
Development Coach

- Providing coaching sessions
- Monitoring progress using Bud and gaining feedback from line managers
- Coaching apprentices with both apprenticeship- and workplace-related skills
- Feedback to drive enhanced performance and improved knowledge
- Online support through regular meetings
- Marking and assessment of Bud work
- Preparation for EPA

Industry Professional Trainers

- Providing training sessions
- Current industry professionals, so apprentices receive up to date knowledge

Career progression





Professional Development Programme

At The Juice Academy, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.

British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

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