

PRESS RELEASE

4th August 2004

CAF unveils new training programme for charities

CAF is unveiling a comprehensive programme of training to help charities increase their resources.

Tailored to different charity audiences, the workshop series will run throughout the UK on issues ranging from understanding tax-effective giving, to online fundraising and an introduction to investments. In addition, CAF is offering bespoke in-house training for up to 20 delegates, designed to meet the needs of individual charitable organisations.

Tax-effective Giving

£100 full day workshop including lunch

Tax-effective giving is the fastest growing voluntary income stream for charities. To take advantage of this growth, the workshop provides charities with a full explanation of the different sources of tax-effective giving and advice on recruiting donors through them.

14 September 2004, London

19 October 2004, Manchester

9 November 2004, Edinburgh

8 December 2004, London

26 January 2005, Cardiff

Introduction to Investments

£100 full day workshop including lunch

From asset classes to legal issues, this seminar outlines the basic principles of successful investment. Using practical examples and case studies, the workshop is designed to give charities the understanding needed to take their first steps into making investments.

22 November 2004, London

Direct Debits

£60 half day workshop including lunch

Donations from Direct Debits provide charities with a valuable regular stream of income. This interactive workshop demonstrates how charities can recruit committed givers using direct mail, telemarketing, online and face-to-face fundraising.

5 October 2004, London

24 November 2004, Leeds

Online Fundraising

£100 full day workshop including lunch

Designed for small and medium-sized charities, the workshop offers a step-by-step guide to maximising income online. From presenting information on charities' own websites, to site promotion and analysing effectiveness, delegates will receive a thorough grounding in making online fundraising an integral part of their overall fundraising strategy.

12 October 2004, London

16 November 2004, Liverpool

6 December 2004, London

Regular Giving

£60 half day workshop including lunch

Combining advice on nurturing donors and strategies for promotion, this half day clinic offers guidance and a plan of action for converting one-off donors into regular supporters.

20 September 2004, London

7 October 2004, Birmingham

Give As You Earn

£100 full day workshop including lunch

The Government is introducing cash incentives to encourage small and medium-sized companies to provide payroll giving to their staff. To ensure charities have the skills to promote payroll giving to companies, the seminar offers charities the tools to run a successful campaign, as well as advice on recruiting and nurturing donors.

22 September 2004, London

21 October 2004, Edinburgh

23 November 2004, London

1 December 2004, Birmingham

Give As You Earn - Getting into Companies

£60 half day workshop including lunch

Suitable for fundraisers with a working knowledge of payroll giving, the seminar provides advice on researching and targeting companies, as well as tailoring donor recruitment promotions to differing work environments.

10 November 2004, London

Places for any of these workshops can be booked online at www.CAFonline.org/events or by contacting the CAF Events Team on Tel: 01732 520 074/5 Fax: 01732 520 178 or by emailing events@CAFonline.org

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