



Boston Heritage Forum Training Programme Open to everyone with an interest in Lincolnshire's heritage!

Introduction

Boston Heritage Forum has recently been awarded funding from the Heritage Lottery Fund to develop the skills and capacity within their group. A programme of events and workshops has been planned to take place from April – June this year covering elements such as fundraising in the heritage sector, governance, PR and two workshops specifically exploring the exciting heritage opportunities within the Borough of Boston.

Four of these workshops are being delivered through the Giving to Heritage Programme. Giving to Heritage is a Heritage Lottery funded capacity building programme designed to increase the fundraising capabilities of individuals and organisations in the Heritage sector. It provides opportunities for individuals to develop their skills through a range of fundraising workshops, one-to-one consultancy sessions and webinars. Giving to Heritage is funded by the Heritage Lottery Fund meaning all of our training is provided at heavily subsidised prices. Boston Heritage Forum have arranged for the Giving to Heritage programme to come to Boston so you and your heritage group can benefit directly from this ground-breaking training programme in Lincolnshire.

The Giving to Heritage programme ends in June 2017 so this is your last opportunity to access this highly commended heritage specific training. A non-subsidised place on similar fundraising training costs upwards of £200 per person per workshop so take advantage of it while it is still available. Places on the standard Giving to Heritage programme are fully booked until the final three workshops in June. The Boston Heritage Forum have made it possible for you and your heritage organisation to benefit from this leading programme of fundraising training by bringing the programme to you. Spaces are strictly limited so reserve your place now.

About your trainers

Institute of Fundraising – Valerie Morton

Valerie has been a fundraiser for over 30 years and is a Fellow of the Institute of Fundraising. She has extensive experience of the whole range of fundraising disciplines, having held senior positions with charities such as YMCA England, NSPCC and RNIB. Valerie has been a trainer and consultant on the Giving to Heritage programme since the launch in 2014. She now combines running her own fundraising and management consultancy with being a non-executive director on an NHS Board and a trainer with the Institute of Fundraising. Valerie has an excellent understanding of the challenges and issues facing charities of all sizes having provided support across the whole spectrum from new start up organisations through to local charities and well-known national names.

Boston Heritage Forum Governance Workshop – Debbie Read

Debbie Read is a cultural management consultant, specialising in business strategy, fundraising and governance. Debbie has delivered consultancy projects for arts organisations and museums from the small to large scale, across the UK. Debbie is an experienced trainer, facilitator and bid writer. Previously, she was Director for Arts & Business in the East Midlands for 10 years, working in partnership with cultural organisations and commercial businesses on everything from sponsorship to business volunteering. She was a national governance consultant for Arts & Business, and a trainer for induction training for business people joining cultural boards through Board Bank.

Low Cost/No Cost PR Workshop – Lava Marketing Communications Ltd

Lava are an award winning integrated marketing agency with expertise in public relations, social media, design, brand and building an online presence. As well as offering bespoke services across the cultural sector, they also share their expertise and knowledge through tailored workshops and training events.

Training Programme

All events will be held in Boston Borough Council Municipal Offices, West Street, Boston.

Date & Time	Event	Places	Cost
Thursday 06 April 10am – 4.30pm	Introduction to Fundraising* A look at the core fundraising principals and a refresher of the basics. The workshop will also consider how governance may shape fundraising activities and will also explore potential sources of funding.	15	£5
Thursday 20 April 10.30am - 3.30pm	Boston’s heritage: Projects and Possibilities A chance to hear from groups and organisations about their heritage projects and how to get involved as well as some exciting future opportunities for the Heritage Forum to explore.	20	Free
Thursday 27 April 10.30am – 3.30pm	Boston Heritage Forum’s Governance An opportunity to consider all the potential governance models which are suitable for the Forum with an expert in heritage governance (Debbie Read) to facilitate discussions.	15	£5
Thursday 11 May 10am – 4.30pm	Heritage Fundraising: Planning & Strategy* How to develop a fundraising strategy linked to different forms of funding discussed on 06 April. A mix of theory and practice work and the opportunity for discussion.	15	£5
Thursday 18 May 10am – 4.30pm	Low Cost or No Cost PR: A guide to promoting your events/fundraising activities on a limited budget – or with no budget at all! The workshop will explore a variety of different mechanisms from traditional PR to social media.	15	£5
Tuesday 06 June 10.30am – 3.30pm	Creating an action plan for the Boston Heritage Forum It’s an exciting time for Boston Borough’s heritage with the potential to prioritise support for projects identified by the Forum. Join us to shape the future direction of the Forum.	20	Free
Tuesday 20 June 10.00am – 1.00pm	Trustees and Governance* Essentials for not-for-profit and charity groups in ensuring compliance with legal obligations.	15	£5
Tuesday 20 June 2.00pm – 4.00pm	1-2-1 Sessions* An opportunity for smaller groups to discuss potential projects and specific fundraising queries.	6 sessions	Free

*Workshop delivered by the Institute of Fundraising

To Book

Please note, all workshops must be booked in advance and spaces are limited. To reserve your place, email gail.graham@boston.gov.uk with HLF Resilient Fund Training Programme in the title. In your email please provide the following details:

Name/s (you may reserve up to two spaces)	Which workshop/s you wish to attend
Specific dietary or access requirements	Contact Email & Telephone Number

A more detailed registration form may be sent out nearer the time, specific to the workshop you are attending.

Payment

There is a small cost to attend the majority of these events, largely to cover lunch and refreshments. Payment (by cash) will be required on arrival on the day of the workshop. Two of the events listed as free are being organised by Boston Borough Council’s Heritage Development Officer on behalf of the Boston Heritage Forum.