

**The Bulldog Trust and National Funding Scheme
Invite you to a Digital Fundraising Workshop
16th October 2015, 2pm-5pm
at Two Temple Place, London, WC2R 3BD**

Overview

The National Funding Scheme (NFS) is a registered charity set up in March 2013 with a clear objective - to enable any organisation with a charitable purpose to fundraise using digital technology. NFS has developed a national tool of mobile giving - DONATE - which has been designed to ease the process of attracting and receiving donations through mobile phones and is particularly suited for organisations that hold fundraising events (receptions, concerts, dinners etc.).

DONATE was originally launched across the arts sector and has over 350 partners in museums, galleries, heritage sites, theatres and performance centers. DONATE is now being launched more broadly and can be used both by charities and other organisations which can demonstrate a clear charitable purpose.

Timetable

- 2.00pm: Registration
- 2.15pm: Welcome. Alison Marston, Bulldog Trust
- 2.20pm: Overview of DONATE, William Makower-National Funding Scheme
 - The facts and numbers around individual giving
 - The changing landscape and the importance of mobile giving to attract new donors
- 3.10pm: Short break (refreshments)
- 3.30pm: A case study from an existing DONATE partner
- 3.50pm: Q&A
- 4.00pm: Breakout sessions
 - Identify a fundraising campaign and how best to use DONATE
- 5.00pm: Event ends

This event has limited places, offered on a strictly first-come-first served basis, so to ensure a place make sure to RSVP to Phoebe at Phoebe@bulldogtrust.org as soon as possible.