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Redsocks Consulting  
39 The Demesne  
Carryduff  
Belfast  
BT8 8GU

## *Where will we be training?*

### Community Relations Mid-Ulster - Conference Centre at Moygashel

The Community Relations Council has obtained excellent spacious premises in Mid-Ulster to enable it to extend the boundaries of community relations work. These premises are situated within the grounds of the Linen Green Centre in Moygashel Dungannon. The centre is ideal as a central gathering place within Northern Ireland and offers an excellent training environment. The Centre offers extensive modern facilities including air conditioning and comfortable seating for 60 persons and onsite car parking.

## *Catering*

Participants will be offered various refreshments in the form of tea, coffee, scones, sandwiches and a buffet lunch.

**Redsocks**  
TRAINING AND CONSULTANCY

39 The Demesne,  
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0779 9346997

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www.redsocks.org

*Our courses are informal,  
fun and effective, giving you  
the skills, confidence and  
knowledge you require to  
raise the income you need.*

**Redsocks**

TRAINING AND CONSULTANCY

## Who we are

Here at Redsocks we provide practical support and guidance in all aspects of strategic management, income generation and public relations to the Voluntary and Community Sector.

## Who should attend?

Redsocks courses are designed to be informal, fun and very effective in terms of developing the skills you need to be successful. The courses are perfect for all of you who have been thrown into the deep end of the fundraising pool and will give you the skills, confidence and knowledge that you will require to raise the income you need to move your organisation forward.

## Your trainer - a profile

### Denny Elliott

Denny has been working in the Voluntary Sector for 20 years. A former Peace and Conflict Studies student at Magee Campus University of Ulster he began life in the sector with Amnesty International before joining Concern Worldwide. He later became Regional Manager with Save the Children Fund, Managed Oxfam Ireland and was Director of Fundraising with Northern Ireland Chest Heart and Stroke. Denny has also studied Marketing in Jordanstown, has completed the Certificate in Advertising, Marketing and Public Relations at Queens University Belfast and spent a period with the Carroll School of Management in Boston College USA. Denny Founded Redsocks in March 2003. To date Redsocks has delivered training to organisations such as NICVA, Institute of Fundraiser's, member organisations of the Rural Initiative on Social Economy and a range of charities involved in homelessness, health, the arts and sports.

## The Courses

**Title:** *Creating Successful Applications to Trusts and Foundations*

**Tuesday 11th March 2008** - Cost £95.00 + VAT

**Description:** Knowing how to prepare high quality applications to targeted Trusts and Foundations will make the very difficult task of raising income from this source much easier. This one day course will focus on maximising your potential to be more successful

with your applications or indeed begin to build a Trusts and Grants income stream from scratch. There will be an emphasis on responding to application forms that request project outputs, outcomes, beneficiaries, evidence of need, budget as well as organisational aims, goals, objectives.

**Title:** *Creating and Delivering a Capital Development Appeal*

**Tuesday 22nd April 2008** - Cost £95.00 + VAT

**Description:** Drawing on the experience of The MAC Capital Development Appeal which has a target of £17.5m the course will cover everything from the planning to the implementation of the appeal. Areas covered will include building a compelling 'Case for Support', 'Big Gift' Fundraising, research and targeting wealthy individuals, building your Capital Development Appeal Strategic Plan, Targeting Trusts and Foundations and Building Connections with key decision makers such as Trustees within target Trusts and Foundation bodies and using institution such as the House of Lords and its members to support your case.

**Title:** *Developing a Fundraising Strategy*

**Tuesday 29th April 2008** - Cost £95.00 + VAT

**Description:** Strategically organisations within the Community and Voluntary sector should not stand still. All organisations, large and small, need to evolve to adapt to the changing political, economic, social and technological changes within the external environment. To stand still or stay the same will inevitably lead to the demise of the organisation as competition increases and everyone else moves on. Redsocks will help your organisation evolve and survive an increasingly competitive market place and play a greater role with the individuals and groups that we support.

Redsocks provides a practical, clear and straightforward approach to the issue of strategic and business management to a range of clients within the Voluntary and Community Sector. We are fully aware of the challenges that face the sector and work passionately to support our clients in meeting these challenges through a simple 'plan-do-review' approach culminating in the development of strategic, business and operational plans. This course will draw on the 20 years fundraising experience of Denny Elliott who will, using interactive workshop techniques, help you to begin the process of building your fundraising strategy and developing a multitude of new income streams.

## Booking Information

Name: \_\_\_\_\_

Charity/Organisation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Tel: \_\_\_\_\_  
(Inc. area code)

Mobile: \_\_\_\_\_

I would like to attend the following course(s)  
please tick box:

**Creating successful applications to  
Trusts and Foundations** - £95.00 + VAT

**Creating and delivering a Capital  
Development Appeal** - £95.00 + VAT

**Developing a Fundraising  
Strategy** - £95.00 + VAT

Please invoice my organisation for total £ \_\_\_\_\_

Alternatively you can book online at:  
**[www.redsocks.org](http://www.redsocks.org)**