

## Foundation Certificate

# Fundraising Strategy, Grant Writing and Donor Readiness

Build the confidence, proposal discipline and donor readiness your organisation needs to move from funding intention to funding action.

● **Clear fundraising direction**

● **Stronger donor-fit research**

● **Better concept notes and proposals**

### AUDIENCE

**Founders, NGO managers, trustees, coordinators and small-team leaders**

### LAUNCH ROLE

**Front-door product**

### DURATION / MODE

**4 days - Live online**

### FEE

**GBP 245**

[Apply via LSSE website](#)

# Why this programme matters

A concise overview for prospective participants and sponsoring organisations.

## Why enrol

- Translate mission into a credible, fundable case for support.
- Move away from opportunistic funding searches toward a structured pipeline.
- Improve proposal quality, budget logic and submission discipline.
- Give teams and trustees a shared language for fundraising readiness.

## Who should apply

- Leaders responsible for fundraising or grant applications
- Teams preparing for their first serious donor outreach
- Trustees who want stronger understanding of fundraising strategy
- Mission-led organisations needing practical donor readiness systems

## What makes this brochure-worthy at first glance

Best for professionals who need a structured, high-value starting point without committing to a long programme. The programme has been positioned as an approved LSSE launch offer, with pricing, delivery shape and audience fit calibrated for immediate market use.

## Participants will leave with

- A first-draft fundraising strategy
- A donor pipeline of realistic prospects
- A stronger concept note and proposal structure
- A practical donor-readiness checklist and action plan

# What participants will study

A structured curriculum designed for practical capability, not passive content consumption.

## Day 1

Fundraising architecture, income mix, case for support and organisational priorities

## Day 2

Donor mapping, prospect qualification, pipeline planning and internal readiness

## Day 3

Concept notes, proposal structure, outcomes logic and budgeting discipline

## Day 4

Proposal review, donor communication, submission planning and 90-day action plan

### Online teaching model

- Four live faculty-led sessions delivered over two weeks
- Guided workbook and practical templates
- Donor pipeline and concept-note workshop tasks
- Final proposal clinic with applied feedback

### Delivery snapshot

- Certificate level: Foundation Certificate
- Duration: 4 days
- Delivery mode: Live online
- Indicative fee: GBP 245

# Why study this at LSSE

LSSE combines school-level seriousness with practical, mission-led programme design. Each certificate is structured to support real organisational capability, not just classroom exposure.

## What the website brochure should make immediately clear

- This is a live, faculty-led programme with practical outputs and clear participant value.
- The course is part of an approved first-wave LSSE certificate launch, not a speculative future offer.
- Prospective participants can understand the audience, outcome, level, duration and price at a glance.
- The programme sits within a credible institutional environment across short courses, online courses or executive education.

## Next steps for interested participants

- Review the programme page and confirm fit against your role and goals.
- Select the relevant start date and submit the LSSE certificate registration form.
- Prepare to join a structured cohort-based learning experience with practical outputs.

[Apply for this programme](#)

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