

# CULTURE & BUSINESS SCOTLAND, 2024 TRAINING EVENTS

## How to fundraise effectively from trusts and foundations

23 & 30 January | 10am-1pm | Online

In this course Pam Judson will provide expert insight and advice on pursuing funding from trusts and foundations. The two-session course will cover giving trends in Scotland, researching the criteria and guidelines, writing effective applications, developing and maintaining relationships with an exit strategy, and also provide with many practical templates and tips.

<https://www.cultureandbusiness.scot/events/how-to-fundraise-effectively-from-trusts-and-foundations/>

## Introduction to being a Board Member (January course)

30 January & 6 February | 4pm-7pm | Online

Do you have new trustees who have joined your Board recently or have you taken on a trustee role yourself? This course covers everything you need to know to launch your Board career, from trustee duties, roles, meeting management, advocacy and fundraising to strategic planning, finances and much more!

<https://www.cultureandbusiness.scot/events/introduction-to-being-a-board-member-january-course/>

## Business Briefing: Cashback for new touring and non-touring exhibitions

1 February | 12pm-1pm | Online

In this one-hour webinar, tax expert Kirsty Murray (Azets) will give the lowdown on Museums & Galleries Exhibitions Tax Relief (MGETR), with advice on collating information effectively and making your claim. Not to be missed!

<https://www.cultureandbusiness.scot/events/cashback-for-new-touring-and-non-touring-exhibitions-2/>

## Practical approaches to pricing your partnerships

6 February | 9.30am-12pm | Online

Ever felt your partnership fees are too high? Or do you worry that you are underselling your organisation? Setting appropriate pricing for corporate partnerships is an enduring challenge for fundraisers. In this session, partnerships expert Alice Samtoy will share a range of practical tools and methods for structuring and negotiating partnership fees.

<https://www.cultureandbusiness.scot/events/practical-approaches-to-pricing-your-partnerships/>

### **Effective copywriting: from blank page to impactful story**

8 February | 10am-4.30pm | In-person

This interactive online course blends practical writing exercises with essential tips and techniques, guiding you through the entire copywriting process: planning, structuring, drafting, editing, and proofing. While the course provides a specific focus on writing a case for support, the resulting learning can be applied to all kinds of fundraising and other communications.

<https://www.cultureandbusiness.scot/events/copywriting-training/>

### **Introduction to being a Board Member (March course)**

7 & 14 February | 10am-1pm | Online

Do you have new trustees who have joined your Board recently or have you taken on a trustee role yourself? This course covers everything you need to know to launch your Board career, from trustee duties, roles, meeting management, advocacy and fundraising to strategic planning, finances and much more!

<https://www.cultureandbusiness.scot/events/introduction-to-being-a-board-member-march-course/>