

Community Impact Bucks' COVID-19 Briefing #39

Training and advice opportunities during Small Charity Week

Short regular briefing from Community Impact Bucks

20th May 2020

Dear Sir/Madam,

In addition to the webinars listed in [Briefing #38](#), there are further training and advice opportunities being offered as part of [Small Charity Week](#) (15- 20 June). This annual national awareness week publicises the invaluable work which small charities do as well as provide advice, training and a chance to engage with policy makers and influencers.

Details of the webinar workshops, a virtual fundraising conference, and the advice sessions are given below (**please note that bookings for the advice sessions close this Friday (22nd)**).

SMALL CHARITY WEEK: ADVICE SESSIONS

Book on to a scheduled free advice session in one of the clinics being run on the Big Advice Day on 16th June. Advice from experts from across the UK will be delivered via Skype or phone on the following areas:

- Fundraising – all areas, from trusts and tenders to legacies and online giving
- Marketing and digital – PR, email strategies, using analytics tools, social media, search engine optimisation, digital content
- Business planning and strategy
- Finance
- HR and volunteering
- Governance
- Policy
- Legal
- IT, technology and software support

You will need to be a [member of the FSI](#) and pay a refundable £50 deposit to secure your place. Bookings for the advice sessions on 16th June close this Friday (22nd); for more information, visit [Big Advice Day](#).

SMALL CHARITY WEEK: WEBINAR WORKSHOPS

In addition to the scheduled free advice clinics offered on the Big Advice Day (16th June), there is a programme of [webinar workshops](#) which each last 40 minutes. Three workshops will be run twice during the day:

- **The importance of core costs - Beth Clarke, Charities Aid Foundation (CAF)** (16th June/ 10:10 -10:50): this session will explore some of the early findings of the CAF Resilience Programme, looking at why core funding is essential for the long-term ability of small charities to deliver great services. It will also look at how to get this message across to the public and grant funders who expect their funds to go on delivery of services over core costs.
- **Managing risk during a crisis - Neil Franklin, UKCI** (16th June/ 11:10 -11:50)
- **Keeping your small charity secure online during Coronavirus - National Cyber Security Centre** (16th June/ 12:10 -12:50): the session will cover the types of attacks and scams they are seeing during the build-up to and during the lockdown, and the steps you can take to protect your charity.
- **The importance of core costs - Beth Clarke, CAF** (16th June/ 14:10 -14:50) (details as above)
- **Managing risk during a crisis - Neil Franklin, UKCI** (16th June/ 15:10 -15:50)
- **Keeping your small charity secure online during Coronavirus - National Cyber Security Centre** (16th June/ 16:10 -16:50) (details as above)

Bookings are now open; you will need to be a [member of the FSI](#) and pay a refundable £50 deposit to secure your place. For more information and to book, visit [Big Advice Day](#).

SMALL CHARITY WEEK: FUNDRAISING CONFERENCE

During Small Charity Week, FSI will be holding a virtual Fundraising conference on 18th June. So far the following topics are confirmed:

- Corporate partnerships for the non-corporate fundraiser
- Starting an individual giving programme from scratch
- Digital fundraising
- Diversifying income
- Communicating with donors in times of crisis.

The event is free to organisations under £100k and only £30 (after return of deposit on attendance) for others. For more information and to book, go to [FSI Fundraising Conference](#).

SMALL CHARITY WEEK: OPPORTUNITY TO PUBLICISE HOW YOU MAKE A DIFFERENCE

The aim of the Small Charity Big Impact Day on the 19th June is to raise awareness of how small charities make a difference to communities across the UK. To help you spread the word about the impact you have made, the Week's organisers have created a template poster which can be downloaded, edited and used on social media using the hashtag #SmallCharityBigImpactDay. To download the poster and for further tips, go to [Small Charity Big Impact Day](#).

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