





# Fundraiser Level 3 Standard

# Welcome to the Level 3 Fundraiser Programme

This apprenticeship will cover:

-  Sector Positioning
-  Communication & Digital Marketing
-  Data-Driven Decisions
-  Fundraising Practice, Budgeting & Finance

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# Fundraiser Level 3 Training

## Unit 1 - Fundraising Foundations

Understanding where your organisation fits within the Charity Sector is key to starting your fundraising journey. You will explore the current fundraising climate and how to adapt fundraising asks while gaining insight into building a compelling case for support, tailoring it for different audiences and fundraising objectives.



## Unit 2 - Inside the Donor's Mind

Different donors have different reasons for giving. This unit focuses on understanding what motivates supporters, how to identify potential donors, and how to build trust and rapport. You will explore how to tailor communications to donor needs and enhance their experience with the organisation.



## Unit 3 - The Art of Persuasion

You will discover how to create impactful cases for support that align with organisational aims and donor priorities. This unit emphasises the importance of data-driven storytelling and presenting information persuasively to inspire action.



## Unit 4 - Blueprint for Success

A well-structured fundraising plan is critical for success. You will explore how to create and manage plans that align with organisational strategy, set clear objectives, and effectively allocate resources.



## Unit 5 - Managing Support Data

This unit focuses on integrating and analysing support data from CRM systems, social platforms, and external sources like Smee and Ford Legacy data or industry reports. You will explore how to turn data into actionable insights for fundraising campaigns.



## Unit 6 - Budgets and Monitoring

This unit helps you understand how to create, manage, and monitor fundraising budgets effectively. You will explore financial planning tools and techniques to ensure funds are allocated efficiently and goals are met.



## Unit 7 - Fundraising and Communication Strategy

You will explore how to develop integrated fundraising and communication strategies that align with organisational goals, engage stakeholders, and drive results.



## Unit 9 - Cross-Sector Income Generation

Learners will explore the various financial considerations of a charity including Gift Aid and tax relief. They will look at how to budget for campaigns and perform a cost benefit analysis. Finally, they will be able to explore company accounts to inform fundraising practice.



## EPA Readiness - Portfolio

Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Summative Portfolio
- Project Showcase
- Professional Discussion



## Unit 8 - Fundraising Audit

This unit focuses on conducting a comprehensive fundraising audit to evaluate performance, identify strengths and weaknesses, and recommend improvements.



## Unit 10 - Fundraising in Action

This capstone unit allows you to apply all the knowledge and skills developed throughout the programme. You will execute a fundraising plan, engage stakeholders, and evaluate outcomes.



# Learner Journey

## Month 1

- Fundraising Foundations
- Coaching Session

## Month 3

- Blueprint for Success
- Personal Development
- Progress Review

## Month 2

- Inside the Donor's Mind
- The Art of Persuasion
- Personal Development
- Coaching Session

## Month 5

- Budgets and Monitoring
- Coaching Session

## Month 4

- Managing Support Data
- Coaching Session

## Month 6

- Fundraising and Communication Strategy
- Progress Review

## Month 9

- Fundraising in Action
- Progress Review

## Month 7

- Fundraising Audit
- Coaching Session

## Month 8

- Cross-Sector Income Generation
- Coaching Session

## Month 11

EPA Readiness Portfolio of Evidence

## Month 12

- EPA Readiness Project Showcase and Professional Discussion
- Coaching Session

## Month 13-15

Gateway Exit Review

EPA





## Your apprenticeship programme

### Qualification

On successful completion of the programme, you will be awarded a Level 3 Standard Fundraiser Apprenticeship.

### Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to practise what you are learning.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

### Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

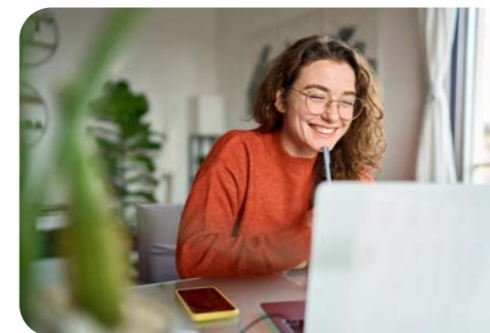
*If all of these apply, it counts as off-the-job training.*

### Virtual Classrooms

Learners will attend classroom sessions online using Zoom, our virtual-classroom software. To access the session, they will need:

- A desktop/laptop computer
- To download the Class meeting software application

[Install Zoom](#)



### Assessment

#### On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

[Apprenticeship Standard](#)

#### End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme





## Professional Development Programme

**At The Juice Academy, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.**

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.

## British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

### Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

### Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

### Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

### Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

# Safeguarding and Additional Learning Needs (ALN)

## Safeguarding and Prevent

The Juice Academy has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the apprenticeship programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government’s Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

### What does this look like in my apprenticeship?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

### Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

[Safeguarding](#)

### What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the Apprentify safeguarding team.

## Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the apprenticeship.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your apprenticeship.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning

# Notes

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# Get in touch

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