

FUNDING FOR SCALE

Syllabus

For senior non-profit leaders ready to scale, this 3-part Masterclass series will help you move beyond short-term fundraising and design funding that lasts.

Using proven tools and real-world case studies, you'll create a strategy that attracts the right payers and fuels long-term impact.

Through hands-on practice, you'll build the skills and confidence to shift from reactive fundraising to strategic funding design, giving you the clarity and momentum to take your mission further.

You'll learn how to

- Build a funding model that supports long-term impact
- Move from chasing funding to shaping a sustainable strategy
- Reduce your costs without sacrificing impact
- Identify and secure the right mix of payers
- Communicate your model clearly to win trust and backing

Format

3 live sessions

Time / week

2 hours a week

Cohort size

Max 20 senior leaders

Ideal for

CEO's

CFO's

Executive Directors

Senior Fundraisers

Focused on impact in

Low income countries

Middle income countries

AT A GLANCE

What the Masterclasses offer

YOUR FUNDING MODEL

=

WHAT IT COSTS

+

WHO PAYS FOR IT

Masterclass 1

Design a Funding Model for Scale

Masterclass 2

Reduce Costs & Increase Effectiveness

Masterclass 3

Secure the Right Payers

- Define your funding model: what it costs + who pays
- Explore hybrid approaches and strategic trade-offs
- Understand funder trade-offs and constraints

- Understand your costs, including cost per outcome
- Learn 6 cost-reduction levers
- Avoid common traps of over-optimisation

- Insights and Q&A with real scale leaders
- Position yourself for what scale funders really want
- Clarity on funding priorities and plan

Skill focus

- Strategic funding model development
- Communicating your financial strategy
- Analysing cost per outcome
- Segmenting and targeting funders

Keep forever

- ✓ Full course toolkit
- ✓ Templates and worksheets
- ✓ Session recordings

MEET THE FACILITATORS

Learn from expert consultants and leaders



LIZ JARMAN

Ex-CEO of Living Goods

Our guest speaker, Liz brings 30+ years of experience driving sustainable development, and large-scale impact.



NORA DETTOR

Director of Training & Communications

Nora leads Spring Impact's training Academy, which has trained over 1,000 non-profit leaders in scaling impact.



ALICE METCALF

Managing Consultant

Alice leads Spring Impacts most complex projects and is the author of our [Securing Nonprofit Funding](#) research report.

Learn more

To enrol, sign up via the email.