



Enabling evaluation of qualification courses for the Institute of Fundraising

Institute of Fundraising, May 2013

The Institute of Fundraising (IoF) is a professional membership body with over 5,200 individual members and 380 organisational members. Their primary role is to support, develop and represent fundraisers. They do this in a variety of ways including training, events, campaigning and advising on best practice.

The mission of the IoF is to professionalise the fundraising sector which they look to do by offering qualifications, short courses, online learning, Continuing Professional Development (CPD) and mentoring.

Working with the PBE team has provided us with access to credible, knowledgeable and experienced economists. The work they have undertaken has enabled us to develop a comprehensive and robust evaluation framework. Our thanks go to Mary Davies, Adam Harmon, Matthew Behull and William Davies for their valuable time and input on this project.

In the first phase of this project the PBE team has devised an evaluation framework that allows the IoF to capture data on the effectiveness and impact of their Certificate in Fundraising (CiF) and Diploma in Fundraising (DiF). In constructing this framework the PBE team drew on a short qualitative survey of course participants, Approved Trainers and the Chief Examiner. Of particular interest is ensuring that the framework picks up differences that result from the varying formats in which the course is delivered, which include: on-line, residential and part-time.

In the second phase of the project, which commences in August 2013, a PBE team will assist the IoF in assessing the responses it has received from surveying course participants. The output will allow the IoF to identify more fully the benefits participants derive both in the workplace and in terms of professional development. This will enable the IoF to communicate more clearly the merits of the

qualification, and the benefits it can deliver to organisations. It will also help to inform the IoF in the design of its qualification courses going forward.

This experience has also been positive for the PBE economists. Mary Davies, representing the team said: “We have enjoyed working with the Institute of Fundraising, and have found developing qualitative evaluation techniques required for this project to be a really interesting challenge.”