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In It To Win It Sustainable Income Generation for your School

**Category: Income
Generation, Business
Development**

**Audience: School Leaders,
Business Managers**

Scheduled date:
Thursday 25 September
9 AM - 10 AM

Delivered by: Justin Smith 

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   Bluesky



Introduction

In an era of tightening budgets, generating sustainable income is more important than ever. This practical session will explore a wide range of income generation strategies, from working with PTAs and volunteers to launching crowdfunding campaigns and securing commercial sponsorships. Discover how other schools are succeeding, and leave equipped with actionable ideas to diversify and grow your school's income streams.

Learning Objectives

- Understand what income generation strategies other schools are using successfully
- Learn how to work effectively with PTAs and volunteers to support fundraising efforts
- Explore the "Wheel of Fortune": nine proven income generation methods
- Gain practical knowledge on launching a successful crowdfunding campaign
- Identify opportunities for commercial sponsorships, donations, and maximising Gift Aid

Course Outline

- What are other schools doing? - Real-world examples of effective income generation strategies
- Working with PTAs and Volunteers - Building strong partnerships to support fundraising efforts
- The Wheel of Fortune: 9 Ways to Generate Income - A framework for diversifying school revenue streams
- Launching a Crowdfunding Campaign - Key steps and best practices for success
- Exploring Commercial Sponsorships - Approaching businesses and building mutually beneficial partnerships
- Donations and Gift Aid - Maximising donations and understanding Gift Aid opportunities

Course Programme

- 9:00 - 9:05 AM - Welcome & Introduction
- 9:05 - 9:15 AM - What Are Other Schools Doing?
- 9:15 - 9:25 AM - Working with PTAs and Volunteers
- 9:25 - 9:35 AM - The Wheel of Fortune: 9 Income Streams
- 9:35 - 9:45 AM - Launching a Crowdfunding Campaign
- 9:45 - 9:55 AM - Sponsorships, Donations, and Gift Aid
- 9:55 - 10:00 AM - Q&A and Next Steps

Meet Your Trainer!

Justin Smith is an experienced education consultant and former senior school leader with over 20 years in the sector. He is the founder of Chameleon Consultancy and Training, providing specialist marketing, income generation, and bid writing support to schools. A Fellow of the Institute of School Business Leadership, Justin has secured over £8 million in funding for schools and serves as an assessor for Best Practice Network. He is also Chair of MarCommEd (East Anglia) and a recipient of the Guardian/ISBL Marketing Award.

