

## Overview of the workshop programme

# Fundraising for scientists

## How to open doors and avoid pitfalls in research funding

Otto-Friedrich-Universität Bamberg, Bamberg Graduate School of Social Sciences [BAGSS]

27 January 2017 [9.00 – 17.00]

Target group: PhD candidates

Trainer: Andreas Schulte, GOLIN WISSENSCHAFTSMANAGEMENT, Hamburg

Good projects need money in order to be put into practice. In light of limited public funding, the securing of sources of financial support – whether classic science funding organisations, foundations or companies – is an important task, especially in the academic and non-profit sectors.

Even though there is no guaranteed path to reach the target, successful fundraising is not a coincidence. A prerequisite is an attractive project concept. In addition, professional skills and abilities are necessary in order to locate suitable funding sources and approach them with the right strategy. If a convincingly formulated application is then submitted, the chances of securing funding are good.

The workshop communicates proven fundraising knowledge from the strategic initial considerations to the funding application and covers the following topics:

- >> Basics of fundraising:  
Communication pathways and fundraising instruments
- >> Who are the funders?  
An overview of the funding landscape
- >> Approaching funders:  
Features of a successful strategy
- >> Change of perspective:  
My project from the funders' point of view
- >> Financial planning:  
What is expected of me?
- >> Applications in practice:  
Tips & stumbling blocks
- >> Fundraising:  
My next steps

Andreas Schulte, Gießen, studied philosophy and German philology in Heidelberg as well as journalism at the University of Hohenheim. He has been active in science management for over ten years, since 2010 as a research advisor at the Justus Liebig University Giessen. Here he is responsible for research funding and advice for researchers applying for third party funding. This includes both funding for individual research as well as acquisition and implementation of larger joint research projects. He focuses especially on the financial support for junior researchers.