

The National Autistic Society

The National Autistic Society exists to champion the rights and interests of all people with autism, and to ensure that they and their families receive quality services appropriate to their needs. The Society has grown into the UK's foremost organisation for people with autism and those who care for them, spearheading national and international initiatives and providing a strong voice for autism.



Building upon the team strengths

The Director of Fundraising & Marketing needed a workshop with his team to address a number of strategic issues linked by the theme of becoming stronger together. These included:

- identifying changes to how they worked in order to become more effective as a fundraising team
- generating and sharing ideas for raising the organisational priority of fundraising within NAS
- developing an action plan for more joint working
- taking the first steps towards a new fundraising proposition ('The Big Idea')

Workshop brings a positive experience

Red Ant was selected to develop and run the one day event, having worked with the NAS in the past on fundraising projects. The Red Ant team designed an agenda to cover the full range of objectives in a way that maximised input from the workshop attendees. It was also structured to accommodate the involvement of a third party agency who were an existing partner of the fundraising team.

The workshop concluded by summarising the day's intensive activity and distilling the outcomes into a course of action to take from the event. The fundraising team were able to come away from the experience feeling energised and motivated, with a range of fresh ideas for moving fundraising forward within NAS.

Successful implementation begins

Following the workshop, the fundraising team has initiated a number of actions to ensure that the conclusions and objectives from the day are made tangible and real. Updates and action reviews stemming from the event are now regularly included in their team meetings.

Trevor Anderton, Head of Fundraising said:



Case Study

“By working with Red Ant, the NAS Fundraising group were able to hold a successful team workshop to decide how to better communicate as a team and become more energised and motivated. Red Ant acted as impartial observers and this was important to us in order to understand our function more clearly and the direction that we needed to take.”

The team were successful in meeting their original goals set for the event. The outcomes that occurred during facilitation will now be critical in the planning of future fundraising.