

Consortium of organisations led by PDCS<sup>1</sup> offers you a unique and exceptional masterclasses in fundraising and a first conference in CEE region focusing specifically on fundraising for development and relief. Our aim is to strategically support the private resource mobilisation (especially from individuals) of Non-governmental Development Organisations. We are pleased to announce the call for applications for:

## FUNDRAISING MASTERCLASSES

AND A CONFERENCE *FUNDRAISING FOR DEVELOPMENT AND RELIEF: A QUEST FOR PRIVATE SOURCES IN CEE REGION*

Masterclass will allow you to take an in-depth look at current best practice in three key areas of fundraising and present new perspectives on:

**Online fundraising**

**Starting with Legacies**

**Major donors**

### WHEN AND WHERE?

May 21 – 24, 2012 in Bratislava, Slovakia. Every day between 9.00 – 17.00 CET.

Masterclass 1: Online fundraising, Bryan Miller- May 21 (Monday)

Masterclass 2: Starting with Legacies, Richard Radcliff – May 22 (Tuesday)

Masterclass 3: Major donors, Guy Mallabone – May 23 (Wednesday)

International Conference Fundraising For Development And Relief: A quest for private sources in CEE region – May 23-24 (Wednesday evening, Thursday)

It is possible to participate also in specifically selected Masterclasses/Conference; however, those participants who are prepared to participate in the whole program will be slightly preferred.

Program is part of the Strengthening Fundraising Capacities of NGOs in Central Europe project, which is supported by European Commission and co-financed by SlovakAid.



<sup>1</sup> Consortium consists of PDCS, o.z. (SK), The Resource Alliance (UK), People in Need (CZ), DemNet (HU), Partners Poland Foundation (PL). It runs the Strengthening Fundraising Capacities of NGOs in Central Europe project.

Implemented by:



This project is funded by the European Union.



## WHO SHOULD ATTEND?

We welcome applications from individuals from Czech Republic, Hungary, Poland, and Slovakia, who **work in international development, humanitarian aid, or related fields** and who:

- want to get more resources for expanding and sustaining programs and services to their beneficiaries;
- want to improve their fundraising from private sources, especially from individuals;
- want to learn and exchange experience with their peers in the region and send their representative (fundraiser, CEO, member of board, responsible coordinator) to training;
- want to make change happen;
- want to do it NOW, because it might be too late later!

## HOW TO APPLY?

Fill in attached application form (or download from [www.ngdofundraising.net](http://www.ngdofundraising.net)), and send it to a national coordinator of the project in your country till April 23, 2012:

Czech Republic: Jiří Cveček [jiri.cvecek@clovekvtsni.cz](mailto:jiri.cvecek@clovekvtsni.cz)

Hungary: Hunor Király [kiraly.hunor@demnet.org.hu](mailto:kiraly.hunor@demnet.org.hu)

Poland: Katarzyna Tekień [katarzyna.tekien@partnerspolska.pl](mailto:katarzyna.tekien@partnerspolska.pl)

Slovakia: Braňo Tichý [brano@pdcs.sk](mailto:brano@pdcs.sk)

We will let you know about selection till April 30, 2012!

If you need more information, do not hesitate to contact one of the above mentioned national coordinators or international coordinator of the project Jan Mihalik [jano@pdcs.sk](mailto:jano@pdcs.sk)!

## HOW MUCH IS IT?

Thanks to the support provided by European Commission and co-financed by SlovakAid now **participation of all selected participants in the program is fully covered** (incl. travel and lodging) by The Strengthening Fundraising Capacities of NGOs in Central Europe project.

Usual price per participants of such intense and top-level masterclass would be **EUR 1,000 plus travel costs and lodging**.

To ensure full participation we require a deposit EUR 100 per participant which will be paid back after successful completion of the program (submitting a short paper of 1-2 pages about your plan of next steps in improving fundraising for your organisation/in your practice based on learned content). The deposit should be paid only by selected participants who will be informed about details.

Travel costs will be covered based on agreement with coordinators of the project in your country (see How to apply?).

Implemented by:



Funded by:



This project is funded by the European Union.



The description of each of the masterclasses with a short bio of the trainer.

### ONLINE FUNDRAISING MASTERCLASS

**BRATISLAVA, SLOVAKIA. 09.00 - 17.00. Monday 21 May, 2012**



Through presentations and practical exercises, this Masterclass will illustrate the wide range of ways in which funds can be raised online as well as introducing a clear process through which an online strategy can be developed so as to best support an organisation's overall fundraising programme.

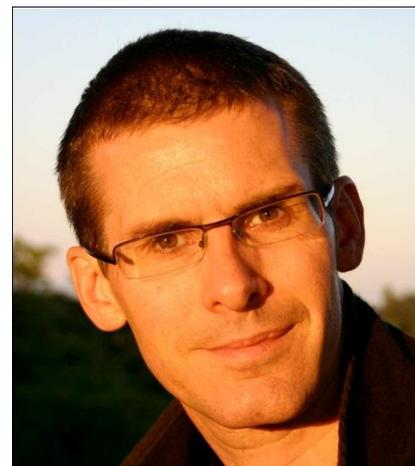
**The following subjects will be covered during the day:**

- How online strategy fits with other organisational strategies
- The key steps in developing an online fundraising strategy
- A strategic framework approach to online fundraising planning
- Understanding key online fundraising trends and how to capitalise on these
- Case studies of different approaches to raising money online

Participants will gain an understanding of key online fundraising trends and related opportunities, together with a clear approach through which they can develop the online fundraising strategy for their own organisation. All participants will be asked to complete a short survey in advance of the Masterclass to assist with tailoring of the content.

#### **BRYAN MILLER - SPEAKER BIOGRAPHY**

Bryan is a marketing and fundraising strategist with over 20 years experience, gained working with a diverse range of commercial and non-profit brands world-wide. His career has included working as a Marketing Manager with global technology specialists Logica, Planning Director at several marketing agencies, and Head of Strategy and Consumer Insight at Europe's largest fundraising charity, Cancer Research UK. In late 2009 he established his consultancy Strategy Refresh and now mostly works with non-profits to help them successfully integrate digital activities into their fundraising and communications programmes. He is a regular writer and conference speaker on subjects related to fundraising and digital communications and author of the popular fundraising blog [givinginadigitalworld.org](http://givinginadigitalworld.org).



### STARTING WITH LEGACIES

Implemented by:



This project is funded by the European Union.



With legacies being so new to the participating countries this masterclass will discuss methods of introducing the idea of a gift in a Will to all stakeholders: staff, board members, volunteers and donors.

We will debate the use of donor surveys and how to introduce the subject in all communications. We will then debate the risks and benefits of writing and talking about legacies in newsletters, websites, advertising, direct mail and whether legacy brochures are needed.



**Delegates will learn:**

- how to produce sensitive messages to ensure happy relationship management
- How to manage legacy income expectations and return on investment
- How to prioritise legacy messages in each medium
- Which prospects are the most likely to leave legacies
- That inheritance laws and possible tax benefits mean that a legacy campaign is easy to run
- How not to intrude on the privacy of prospects concerning their testament/Will
- That it is not necessary to have a “legacy budget” but ensure that legacy messages are integrated into current communications.

**RICHARD RADCLIFFE – SPEAKER BIOGRAPHY**



Richard has been in fundraising for over 30 years and specialising in legacies for 20. He has worked in many countries around the world – both where legacies are common and where they are not! He has met over 17,000 donors, volunteers and legacy focus groups around the world to gain their insights as to how they feel about making and updating a Will and leaving a legacy. He was chair of the International Fundraising Congress some years ago!

Implemented by:



Funded by:



This project is funded by the European Union.



## MAJOR DONORS

**BRATISLAVA, SLOVAKIA. 09.00 - 17.00. Wednesday 23 May, 2012**



This Masterclass is a mixture of presentation, role play, and interaction, and is aimed those practitioners who are inexperienced or new to major donor fundraising, and will examine how relationship building will bring organizations to success. This session will examine how to successfully solicit major gifts using the moves management process, and will provide practical, timely guidance in building and using strong donor relationships, and other subjects that will enhance ability to raise major gifts. Participants will learn about how to bring a culture of major donor fundraising to their organization, and use effective relationship building methodology and solicitation techniques. Specific modules will include: presenting your case; role play solicitation technique; major gift cultivation methodologies (including 'five moons'; campaign-for-one; and chess master and chess piece); and donor centrality.

### Learning objectives include:

- Understand your role in the moves management process
- Understand the concept of donor centrality
- Understand the concept of moves management
- Understand the role of organizational culture in moves management
- Understand the moves management process (identification, qualification, and cultivation)
- Understand the fundamentals of successful major gift solicitation

### GUY MALLABONE - SPEAKER BIOGRAPHY

Guy, MA, CFRE has 32 years' experience as a fundraising practitioner, teacher, mentor, and presenter. He is well known for his work on major donor fundraising and capital campaign management; is a heavy-hitter speaker at international conferences; and is author of the best-selling books, *'The Fundraising Audit Handbook'* and recently released book *'Excellence in Fundraising in Canada'*. He has worked as a professional fundraising practitioner since 1980 in the Arts, Social Services, and High Education sectors, and most recently was the Chief Development Officer and Vice-President at SAIT Polytechnic in Canada. Guy is President and CEO of Global Philanthropic (Canada); serves as Adjunct Professor for the Master of Fundraising programme at the University of Bologna, Italy; and was a former member of the International Boards of both the Associate of Fundraising Professionals and the CFRE Professional Certification Board.



Implemented by:



Funded by:



This project is funded by the European Union.

