



CEE FUNDRAISING
CONFERENCE

9 – 11 Oct 2019
Bratislava | SK



FUNDRAISING FRIENDLY

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#CEEFC

Wednesday 9 October 2019

Masterclasses

- 14:00 – 14:30 **Registration**
(FULL + MASTERCLASS Programme)
- 14:30 – 16:00 **Masterclass Session 1**
- 16:00 – 16:30 **Coffee Break**
- 16:30 – 18:00 **Masterclass Session 2**

Thursday 10 October 2019

CEE Conference

- 8:00 – 9:00 **Registration**
(CLASSIC Programme)
- 9:00 – 10:30 **Opening Plenary**
- 10:30 – 11:00 **Coffee Break**
- 11:00 – 12:30 **Session 1**
- 12:30 – 13:30 **Lunch**
- 13:30 – 15:00 **Session 2**
- 15:00 – 15:30 **Coffee Break**
- 15:30 – 17:00 **Session 3**
- 17:00 – 17:30 **Coffee Break**
- 17:30 – 18:30 **Session 4**
- 19:45 **Party with live music**

Friday 11 October 2019

- 9:00 – 10:30 **Session 5**
- 10:30 – 11:00 **Coffee Break**
- 11:00 – 12:30 **Session 6**
- 12:30 – 13:00 **Coffee Break**
- 13:00 – 13:45 **Closing Plenary**





Betsy Akin

Child & Family (US)

Betsy Akin is a highly motivated and dynamic nonprofit leader with a record of accomplishments spanning more than two and a half decades of experience in non-profit organizations. Akin's expertise and experience in fundraising, corporate strategic alliances, communication, and philanthropy, includes the sectors of human rights, health, human and social services, education and the arts, in the United States, Japan, and Canada. She is often characterized as a passionate and committed fundraiser, with an entrepreneurial spirit, strong business acumen, and a motivational and charismatic speaking style. She is always equipped with a unique ability to share and engineer scalable and sustainable marketing and fundraising strategies. Akin's non-profit corporate partnerships and programs always have a high return on investment, while promoting corporate responsibility, positive social change and achieving measurable mission impact results. Creative, energetic professional, recognized as a results-oriented and solution-focused individual, Betsy loves revenue development!

- **Corporate Fundraising & Non-Profit Organizations Partnerships 101**



Jelena Burazerović

ORCA (RS)

Jelena has worked in project management and fundraising in the civil society sector for 15 years. She is currently working in program development and fundraising in one of the most renowned animal welfare NGOs in Serbia – Organisation for the Respect and Care of Animals (ORCA) – and is also a research associate at the University of Belgrade's Faculty of Biology. Jelena has participated in numerous national and international conferences and workshops related to CSO development, fundraising, animal welfare and nature protection. She represents ORCA in international bodies such as the European Union Platform on Animal Welfare and United Nation's Eurobats Advisory Committee. Jelena holds a PhD degree in Ecology from the University of Belgrade and Multiple Master's Degrees in Applied Ecology from the University of East Anglia (United Kingdom), University of Kiel (Germany) and University of Poitiers (France).

- **How To Start An Avalanche Of Legacy Giving: A Case Study From Serbia**



Katalin Kovácsné Béres

SOS Children's Villages International (HU)

Katalin graduated as an economist and also holds a diploma in communication for electronic media. She has 15 years of retail sales and marketing experience at multinational companies (Shell, Unilever, Sara Lee) and 8 years of fundraising experience at an INGO. She is an expert in developing and stewarding partnerships, marketing/cause-related co-operation, customer programmes, loyalty schemes and regional projects. Katalin is a natural leader, a certified business and life coach, and is experienced in leading and/or advising virtual, international teams and expert networks.

Katalin has been working for SOS Children's Villages International since 2011 – helping drive the local corporate fundraising and partnership income of 23 Member Associations in the CEE / CIS region by advising, supporting and developing capacities in the fields of corporate fundraising and partnerships as well as recruiting and key-accounting regional partnerships, e.g. J&J and Janssen. She has vast speaking experience, having organized, hosted and spoken at 6 regional corporate fundraising conferences. She has also spoken at a number of other SOS Children's Villages International global conferences, corporate partners' events and at the Austrian Fundraising Congress. Her motto is "Whether you think you can or whether you think you can't, you're right." (Henry Ford)

MASTERCLASS: Start Your Corporate Fundraising Now!

- **Corporate Fundraising & Non-Profit Organizations Partnerships 101**



Amy Cameron

Forward Action (GB)



Gary Alven Edwards

RED NOSES Clowndoctors International (AT)



Brian Fitzgerald

Dancing Fox (NL)

Amy is Head of Client Partnerships and Strategy Advisor at Forward Action. She works with charities to plan digital movement building programmes that deliver measurable results for fundraising and campaigning. Prior to Forward Action, Amy was a director of the British charity, 10:10 Climate Action. She was responsible for raising organisational funding and delivering campaigns which used crowdfunding to engage new audiences in climate change.

MASTERCLASS: Building Big Digital Movements: How Charities Can Apply The Strategies And Tactics Of Movement Building To Engage The Public At Scale

Gary has worked as a fundraiser for well over 20 years and currently serves as the International Fundraising Development Director for Red Noses Clowndoctors International. He has single-handedly developed sustainable fundraising platforms in several countries and helped in many others.

Gary was born in the USA, but it is not his fault. He is a published author, a playwright, an accomplished musician and composer, a painter, a pilot and a professional clown. He believes that everything we learn makes us a better fundraiser.

PLENARY: Knowing Your Donors... Knowing Yourself

Brian is founder and co-director with Tommy Crawford of Dancing Fox, a creative agency specializing in mischief, magic, and mind-bombs for artists and activists, helping to craft transformational stories for a more beautiful world. A lifelong activist, Brian spent 35 years with Greenpeace in roles as varied as deckhand and canvasser to hot air balloon pilot and communications director. His resume proudly lists arrest for US Federal trespass at ground zero of a nuclear weapons test. He pioneered digital campaigning at Greenpeace International and collaborated in campaign and communications strategies that shifted the environmental practices of governments, corporations, and entire sectors. Not to mention naming a humpback whale "Mister Splashy Pants".

- **Story Mapping**





Paul de Gregorio

Rally (GB)

Paul is the founder of Rally and a leading digital engagement & mobilisation strategist. Paul has worked with charities and membership organisations all over the world, including (but not limited to) Cancer Research UK, American Civil Liberties Union, Humane Society of the United States, Amnesty International, Terrence Higgins Trust, Oxfam, Greenpeace, The Labour Party, UNICEF UK, Save the Children, WWF and Friends of the Earth – to deliver fundraising and campaigning activity that engages the public and inspires them to take action.

Paul was previously Director of Digital Engagement at Open, a UK fundraising and communications agency, where he pioneered the use of mobile as an engagement and recruitment tool in the UK, Australia and the USA. During his time at Open Paul set up Open's sister company, Open Mobile Global, a leading payment and messaging company. Prior to that he was client services director at the UK's leading telephone fundraising agency.

MASTERCLASS: Building Big Digital Movements: How Charities Can Apply The Strategies And Tactics Of Movement Building To Engage The Public At Scale

- **Learning Lessons From Political Fundraising And Campaigning In The USA**



Jana Havlenová

Sue Ryder (CZ)

Jana is a fundraising director for Sue Ryder Czech Republic. She started with the organization as a volunteer in social services before becoming a regular staff member in 2008. Under her guidance, Sue Ryder has gradually built up its fundraising and PR team.

Jana studied international trade at the University of Economics in Prague and afterwards worked in sales, personnel consulting, PR and marketing. Jana's core competencies are in business development, fundraising from various sources, strategy management, and building teams. For the past three years, she has been leading a campaign focused on major donors.

- **Major Donor Campaign For The First Time**



Jolan van Herwaarden

College of Change (NL)

Jolan joined the Aids Fonds in Amsterdam, the Netherlands, almost twenty years ago as an activist/volunteer in response to the HIV/AIDS epidemic and was soon organising large fundraising events such as Walk for Life and World Aids Day on a national level. After six years Jolan moved on to a women's rights organisation as their first professional fundraiser, became Head of Fundraising and Communication for an international development agency and set up the Major Donor programme for a large cancer society. In 2002 she moved to the United Kingdom and increasingly became an international fundraiser, as evidenced by the fact that she has been involved with the session leaders at the International Fundraising Congress in Holland for the last sixteen years. She has acquired a large network of international contacts which has enabled her through those years to learn, share and appreciate the experiences of fundraisers from all over the world.

As a trainer she is particularly inspired by fundraisers from countries with an emerging philanthropic culture and has found their drive and enthusiasm infectious. Her studies in Marketing and Communication have allowed her to encapsulate this experience into a holistic and business-focused Resource Mobilisation. After many years in the field, Jolan has been able to apply her knowledge and



Michael Johnston

hjc (CA)

accomplishments in Fundraising Training and Coaching for a new generation of fundraisers. She has been a popular journalist and speaker at conferences and gatherings for fundraisers and activists all over Europe. Academically, her love of study is reflected in a number of graduate and post graduate qualifications including, of course, from the great University of Life.

- **Better Donor Relations**
- **Not For Love Nor Money**

Michael has been a fundraiser for over 30 years and has worked with hundreds of social impact and charitable organizations in Canada, the US, Europe, Latin America, and Asia Pacific. He's an expert in fundraising innovation and integrated fundraising – especially in the use of digital technologies and their effective integration with traditional and new fundraising methods. He had a hand in creating some of the first digital fundraising tools and campaigns in the late 1990s.

Michael is the author of *The Fund Raiser's Guide to the Internet* and *The Nonprofit Guide to the Internet* and the editor of *Internet Strategies: Best Practices for Marketing* and *Direct Response Fund Raising: Mastering New Trends for Results*. He was a founding board member of the Washington-based e-Philanthropy Foundation, and the foundation chair for the first global charity online lottery, globelot.com. He has helped to found and chair the industry-leading Integrated Marketing Advisory Board, a collection of leading fundraising agencies and other related industry associations.

Michael is a current board member of the The Resource Alliance and was the first chair for the Resource Alliance's Fund Raising Online web conference.

- **The Next Generation Of Giving: Are You Ready To Reach Gen Z, Gen Y, Gen X, Boomers And Civics?**
- **Digital Outlook Report 2019 – How Do You Take Your Digital Fundraising And Marketing To The Next Level?**
- **Fundraising – Speed Chess Style – With Mike**



David Kravinchuk

Philanthropy Firerand (CA)

David firmly believes philanthropy's power belongs to all people and not just the world's wealthiest. He created The Common Good fundraising agency to help charities and non-profits of all sizes empower donors of modest means to experience self-fulfillment by achieving their philanthropic dreams. Working with clients across Canada and internationally (Australia, New Zealand, UK, and the USA), he develops and executes successful strategies for annual giving and legacy marketing programs that build value through meaningful donor relationships. David also founded the Western Canada Fundraising Conference (WCFC), the award-winning annual conference for professional fundraisers in western Canada.

- **The Most Disruptive Fundraising Technology: Why And How To Use It**
- **Shot To The Heart: You Can Give Love (And All Emotions) A Good Name (And Do Good!)**



Jan Kroupa

Czech Fundraising Center (CZ)

Jan has 20 years of experience as a consultant, trainer and researcher in the field of philanthropy, resource mobilization, leadership and management of civil society organizations in more than a dozen countries around the world, primarily in Central and Eastern Europe. He is the co-founder of the Czech Fundraising Center and the Chair of NETT – the Civil Society Think Tank. Jan serves on boards of several civil society organizations. Jan has three teen daughters who are the best fundraisers in the world.

- **Major Donor Campaign For The First Time**
- **Stand-Up Fundraising Pitch Contest**



Marco Kuntze

Relishing Digital (GB)

Marco is a digital fundraising expert, specialising in Peer to Peer fundraising having worked for eight years at JustGiving, the UK fundraising platform that has raised US Dollars 5 billion for good causes. He has helped shape the online fundraising of world-leading digital fundraising campaigns such as Cancer Research UK's Race for Life and has helped raise tens of millions of Dollars for charities annually. He currently advises charities, including UNICEF, on Peer to Peer and digital fundraising. He also provides strategic advice to fundraising technology companies such as GivePanel, RaiseNow and Give.asia.

MASTERCLASS: How To Launch Your First Successful Peer-To-Peer Fundraising Campaign





Anett Matkó

UNICEF Hungary (HU)



Jacob Møllemose

Agency Scandinavia (DK)



Anna Rączkowska

Greenpeace Poland (PL)

Anett Matkó is a fundraising officer at UNICEF Hungary, leading Peer to Peer programmes with a special focus on sports-related events and birthday fundraising. The organisation's recent fundraising successes have been down to the use of digital tools for marketing and lead generation.

MASTERCLASS: How To Launch Your First Successful Peer-To-Peer Fundraising Campaign

Jacob has co-founded five fundraising agencies across Europe, including Scandinavia's biggest fundraising agency in 2004. He has worked with non-profits all over the world, from Tanzania to Iceland. Over the last years he has championed fundraising entrepreneurship – the premise being that to be successful, fundraisers need to create an emotional resonance with donors and their team alike in order to face challenges of the future. He is specialized in assisting individuals and organizations in innovating – developing great ideas, stories and bringing them to people who will support their cause!

- **Delivering On Your Promise**
- **Simple Digital Fundraising Programs**

Anna joined Greenpeace Poland ten years ago and since then has worked on donor-related projects and creating donor-centered communications. She believes that people are the core of each and every NGO, and it is therefore crucial that they are valued. Trained as a psychologist, she loves studying what motivates human actions. She tries to learn through experience; from helping with the rehabilitation of seriously injured patients to volunteering at different organisations, preparing and running ecological workshops or working with her own team of volunteers, and (last but not least) sustaining donor relationships.

Anna has speaking experience in various fields. She has spoken at the NATO Wounds of War IV conference in Austria, provides regular training on donor communication, and leads workshops about environmental issues. She likes to encourage discussion and experience sharing as well as explaining theory by using relevant case studies.

- **Better Donor Relations**





Richard Radcliffe

Radcliffe Consulting (GB)

Richard has 40 years' experience in fundraising, the last 30 specializing in legacies including being Executive Chairman of Smee & Ford (a company which reads every Testament, after death, and informs charities of their legacies – they have read 1000 Testaments in the UK every DAY for over 150 years). He has held focus groups for over 400 charities and has met, in total, around 28,000 supporters to ask their views on fundraising communications, Will making and legacy giving. He advises charities around the world on legacy strategies. He has been Chair of the International Fundraising Congress and the Institute of Fundraising (UK) Convention. And he has researched extensively on donor happiness! In 2019 he was given the "Lifetime Contribution to Fundraising Award" by the Institute of Fundraising. Richard founded Radcliffe Consulting 10 years ago.

MASTERCLASS: Legacy Giving – Do It Now And Do It Well

PLENARY: Memory Failure – Why Do Donors Not Remember What We Tell Them?

- Legacy Giving Made Easy



Helena Sharpstone

Sharpstone Skinner (GB)

Helena is a learning and development specialist, mentor, writer, and a regular speaker at business conferences. With a background in commercial selling and a former Head of Training at Help the Aged, Helena's special areas of interest include leading teams, personal effectiveness and communicating with impact. Together with Caryn Skinner and since 1997 she has run the leadership and team development training company Sharpstone Skinner.

- High Performance Team Working
- New Thoughts On Leadership



Zuzana Suchová

SAVIO/Cvernovka Foundation (SK)

Zuzana always enjoyed marketing. She has worked as an account, brand marketing and product manager in a number of international companies and of her 15 years spent in marketing, she has been working with non-profit organisations for almost nine. Her co-operation with NGOs dates back to her time as an account manager for a direct marketing full-service agency. She has worked for dakujeme.sk, Divé maky (Wild Poppies) organisation and in 2013 began working as a fundraiser and PR manager for the SAVIO organization (the Adoption of Children in Kenya and Adoption of School Classes in South Sudan regular donorship programmes and the Join Together for South Sudan fundraiser). For the last six years she has been involved in SAVIO's Tehlička (Brick) public fundraiser, specialising in integrated fundraising.

Since 2016 she has helped build up individual giving at the Cvernovka Foundation, where she led several fundraising and crowdfunding campaigns. She worked for the Vagus civic association in 2017 as a consultant and coordinator. In 2019 she helped raise funds to finish the documentary film Biele vrany a hrdinovia medzi nami (White crows and heroes among us). She also raised thousands for farmers and helped with the Pomáhať je ľahké (Helping is Easy) Christmas campaign for the Proti prúdu (Against the Flow) Civic Association. In autumn 2018 she became responsible for fundraising for Zuzana Čaputová's presidential campaign. In her spare time, she runs the Inšpirácie z fundraisingu (Inspiration from Fundraising) Facebook group.

- Learning Lessons From Political Fundraising And Campaigning In The USA

CEE Leaders of Tomorrow



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EUROPEAN LEADERSHIP
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for NGO leaders and fundraisers

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Fundraising from the few

Legacy Giving – Do It Now And Do It Well**Richard Radcliffe**

Radcliffe Consulting (GB)

The masterclass is suitable for all sizes and types of non-profits. Over the last five years we have been researching attitudes to life in older age, attitudes to wills across Europe and for 30 years I have been researching legacy giving.

There are some key issues for discussion which result in an incredibly simple campaign that breaks through all the cultural barriers.

The masterclass will give you a simple structure to draft a great and very practical action plan so you know what to do, how to do it and where to do it.

Learning outcomes:

- How to draft a simple action plan.
- How to develop strong but sensitive legacy communications.

Who should attend:

- Any fundraiser in any NGO responsible for individual giving.

Fundraising from the many

How To Launch Your First Successful Peer-To-Peer Fundraising Campaign**Marco Kuntze**

Relishing Digital (GB)

**Anett Matkó**

UNICEF Hungary (HU)

For decades Peer to Peer fundraising has been one of the main fundraising activities in English-speaking countries. In the UK, the top 25 charity events in 2016 alone raised £139.5 million and in the USA 25% of charity donations are made to P2P campaigns. Furthermore, over USD 1 billion has been raised through Facebook's charitable giving tools globally, of which Facebook birthday fundraisers have raised over \$300 million for charities in the last year alone.

As well as being a fantastic new way of raising money, Peer to Peer fundraising is also a great way to recruit new supporters and draw on the passion of existing supporters for your cause.

In this interactive masterclass, you will learn strategies and techniques that will enable you to plan and execute your first Peer to Peer campaign as well as optimize your existing Peer to Peer program.

We will use UNICEF Hungary as a case study to showcase how a small team took these ideas and launched their first real Peer to Peer program.

Learning outcomes:

- Understand how Peer to Peer fundraising works and how it can benefit your charity and supporters;
- Learn what activities work best for Peer to Peer fundraising;
- How to set up your first Peer to Peer campaign – from choosing your fundraising concept to selecting your fundraising tools;
- How to recruit fundraisers from among new and existing supporters
- How to give your fundraisers a great experience.

Fundraising from the few

Start Your Corporate Fundraising Now!



Katalin Kovácsné Béres

SOS Children's Villages International (HU)

Practical onboarding program into sustainable fundraising from corporate partners.

The masterclass session aims to give practical onboarding into corporate fundraising (CFR): from key starting questions and decisions, through to strategy and PME development, and concrete working methodologies and field experience.

Learning outcomes:

Practical guidance on starting and systematically developing corporate fundraising at a non-profit organization (NPO):

- Most important starting questions / decisions for corporate fundraising.
- Market and NPO pre-requisites for starting corporate fundraising.
- Strategy, planning and monitoring structure.
- The CFR "Working Cycle".
- The CFR "Know-How Framework" (CSR context, positioning, needs, formats, pitching/co-creation meetings, agreement, stewarding/loyalty cycle, etc.).
- Corporate foundations: project development.

Fundraising from the many • Getting your message across

Building Big Digital Movements: How Charities Can Apply The Strategies And Tactics Of Movement Building To Engage The Public At Scale



Paul de Gregorio

Rally (GB)



Amy Cameron

Forward Action (GB)

Organisations from all over the world have used digital techniques as the catalyst to build or harness the energy of existing movements in order to bring about the change they want to see.

Greenpeace, the ACLU and countless political campaigns from all over the world (Obama through Bernie & Trump to Zuzana Čaputová in Slovakia) have all applied movement building techniques to their successes and we can learn a lot from them.

In this masterclass Amy and Paul will explain the theory behind movement building and how it applies to charities all over the world. They will also give examples of how they have put into practice the strategies and tactics of movement building to drive charity's public engagement, campaigning and fundraising strategies.

This session will leave you with the inspiration, knowledge and examples to enable you to build a big digital movement at your organisation.

Learning outcomes:

- An understanding of movement building and digital engagement techniques;
- An understanding of best practice for email list growth and conversion to action.

Who should attend:

- Fundraisers;
- Campaigners;
- Directors of all levels and disciplines who want some inspiration.

OPENING PLENARY

Memory Failure – Why Do Donors Not Remember What We Tell Them?



Richard Radcliffe

Radcliffe Consulting (GB)

I have carried out global research into:

- Channels used by supporters and prospects;
- What they like in design (typeface, colours, content etc.);
- Which channels for communications they like and dislike: paper versus electronic, film, social media, internet, events etc.);
- What they remember/recall and what they do NOT (scary results);
- How can you help readers remember what you have said!?

This research was done because of the APPALLING lack of recall of all fundraising communications in every country I visit. It results in a lack of engagement at a time when donors are “babyboomers” who are intelligent thoughtful donors who remain ignorant of outcomes of the work done by “their charity”.

Forget giving them the answers – ask them questions. Questions are the answer! How much will you remember from this conference this time next week?

Learning outcomes:

- To ensure all stakeholders (donors volunteers and others) remember your communications and develop their passion.

CLOSING PLENARY

Knowing Your Donors... Knowing Yourself



Gary Alven Edwards

RED NOSES Clowndoctors International (AT)

Who are your donors? Why do they donate? How do they think? How much are they a part of your organisation?

You are also a donor. Why are you doing what you are doing?

How does Malcolm Gladwell and the linear curve of innovation diffusion relate to your donors? Let's put all this together in this closing plenary, add some success preparation and start enjoying the best job in the world.



Fundraising from the many

Better Donor Relations



Jolan van Herwaarden

College of Change (NL)

In this workshop, we will cover excellence in relationships – with donors, colleagues and teams. We believe that understanding yourself makes it easier to understand others and influence donor behavior in an ethical way.

With participants we will explore how a person is the result of his/her background, a cultural group, gender, 'chosen' identity, nationality, LGBTI, religion, being differently-abled or part of any other group. This will be followed by an interactive game to help make it easier to understand this information. We will explain how we can use this knowledge in fundraising and enhance relationships with our donors.

Learning outcomes:

Participants will gain greater knowledge and understanding of relationships, including donor relationships. They will learn to recognize the key themes in building togetherness and affinity between people – between a fundraiser and donor, between colleagues, and between online communities. Participants will also learn to understand and acquire the tools needed to deal with, the differences between people and difficulties which can arise from them.

Who should attend:

All fundraisers are welcome.



Anna Rączkowska

Greenpeace Poland (PL)

Fundraising from the few

Corporate Fundraising & Non-Profit Organizations Partnerships 101



Betsy Akin

Child & Family (US)

Would you like to raise more funds and brand awareness for your non-profit organization (NPO)? We will discuss the benefits and challenges of corporate fundraising in CEE and focus on several smart and friendly case studies, which could have a high ROI on your budget and raise awareness for your cause.

Learning outcomes:

1. Understanding key findings with regard to corporate fundraising partnerships in CEE;
2. Why & How should your NPO partner with business? Why should a business partner with your NPO? What kind of corporate partnership is best?
3. Analysis of your NPO's readiness and capacity to create, expand and sustain corporate fundraising relationships.
4. Best practices and proven successful corporate fundraising case studies and partnerships.
5. Each participant to craft their own "next steps" for their NPO's corporate fundraising plan based on the sessions' discussion.

Who should attend:

Fundraisers who want to increase their organization's funds, mission awareness and brand by building partnerships with corporations.



Katalin Kovácsné Béres

SOS Children's Villages International (HU)

Fundraising from the many

Delivering On Your Promise



Jacob Møllemose

Agency Scandinavia (DK)

People give to People – but what promises are we making when we engage to create positive change? This session explores and questions the status quo of fundraising in terms of how we think about the product, engagement and – yes – how we deliver what we promise.

This is a highly interactive session which you will leave with ideas and inspiration for improving your fundraising from individuals.

Learning outcomes:

- What 'product thinking' about fundraising entails;
- Explore your best-selling product, or is it a process?
- Find your sweet spot between acquisition, retention and monetization.

Who should attend:

- Team leaders;
- Fundraising managers and directors;
- Senior team members;
- Fundraisers;
- Anyone working on getting a donation to make change happen.

Fundraising from the many • Rethinking strategy

Digital Outlook Report 2019 – How Do You Take Your Digital Fundraising And Marketing To The Next Level?



Michael Johnston

hjc (CA)

The best way to predict the future of digital is by carefully asking our sector – year by year – how they are navigating an every-changing environment. Since 2015, this one-of-a-kind global study jointly authored by NTEN, CARE2, hjc, and the Resource Alliance has tracked, and uncovered, key trends, issues, and breakthroughs. For example, the *2019 Digital Outlook Report* found 60 % of the nonprofits and charities surveyed have no digital strategy or that the top challenge for digital success is ‘staff shortage’ with 70 % of organizations putting this at the top. Now come find out what the 2019 report has found!

Join Mike of hjc for a fast-paced and interactive session to advance your team’s digital fundraising and marketing. He’ll show you what the most successful digital programs have in common, walk you through applying these findings to your organization, and leave you with achievable goals and benchmarks to measure yours in 2019 and beyond.

Learning outcomes:

Some of what you can expect to learn at this workshop:

- How organizations have adapted and succeeded over the last five years of the study.
- What key new trends organizations are grappling with.
- How organizations are taking limited budgets and human resources to be successful.

When organizations can carefully anticipate where digital is going, they can more confidently move those limited resources to where digital is moving – and this session will cover the four surprising years of digital outlook reporting.

Who should attend:

Whether you’re just starting out or have an advanced digital program, we want to help you *take you to the next level with your digital game!*

Rethinking strategy

Fundraising – Speed Chess Style – With Mike



Michael Johnston

hjc (CA)

Live fundraising consultancy one-on-one.

Are you facing an (online) fundraising challenge? Do you have a question or problem

you would like to discuss with Michael?

Come to this unique one-on-one session where you will have 15 minutes to discuss it live and in-person – just you and Mike. You submit your problem and Mike will give you his perspective and feedback using his vast professional experience.

Just register for a selected time slot online.

Leading and managing

High Performance Team Working



Helena Sharpstone

Sharpstone Skinner (GB)

Some teams aren’t teams at all, they are just a group of people who happen to report into the same manager. Teams don’t

just happen. Members have to work to become a truly cohesive, effective joint force and certain conditions need to be in place for this to happen. High-performance teams create magic (and raise a lot of money!) and this session will identify what that magic is and how you work it on your team

Learning outcomes:

- How to develop a high-performance team mind-set;
- What to do if anyone is not on board;
- Learn about the features of winning teams and how you can make them part of your team;
- Getting the right team behaviours again and again;
- Explore the many ways to be a good team member;
- Thrive rather than just survive in changing times.

Who should attend:

- Team leaders;
- Fundraising managers and directors;
- Senior team members.

Fundraising from the few • Fundraising from the many

How To Start An Avalanche Of Legacy Giving: A Case Study From Serbia



Jelena Burazerović

ORCA (RS)

The Organisation for the Respect and Care of Animals – ORCA is an animal welfare and nature protection organization working in

Serbia. In 2019, Ms. Ljubinka Vivcar, who had been using the services provided by ORCA’s Counselling office for animal protection, kindly left us a 35-square meter apartment after she passed away. Legacy giving is extremely rare in Serbia, especially legacy giving to CSOs. ORCA set up a crowdfunding campaign to turn this apartment into the first student home for animal and nature protection, raising funds for its renovation from 200 individual and business donors. This campaign also inspired three further legacy gifts to our organization, which is revolutionary in this part of Europe. Building on this success, we are establishing an endowment fund within our organization to promote legacy giving in Serbia and the Western Balkans region. Our work represents the first signs of a reaffirmation of what is a glorious tradition in Serbia and the surrounding region dating back to the end of the 19th century.

Learning outcomes:

- How to build trust for legacy giving;
- How to design and implement public surveys on fundraising potential for animal protection in Serbia;
- How to plan a successful crowdfunding campaign in Serbia;
- Key things to plan and communicate when fundraising from individual and business donors;
- Building a future using strong monuments of the past in legacy giving.

Who should attend:

- CSOs, foundations, experts working in charities in the South-East Europe (SEE) region.
- The workshop is suitable for anyone who wants to know how to run a successful crowdfunding campaign and learn more about legacy giving experiences in SEE.

Fundraising from the many • Getting your message across

Learning Lessons From Political Fundraising And Campaigning In The USA



Paul de Gregorio

Rally (GB)

The American political system has a history of producing amazing digital campaigns that have successfully engaged the public at scale, raised millions of dollars and mobilized millions of citizens to take action. These are lessons that charities can learn and apply to their fundraising programs.

This session will outline the key principles of building big digital movements and tell the story of Bernie 2016. It will also share other examples from the USA, including the incredible fundraising performance of the American Civil Liberties Union (ACLU) which raised huge sums of money in the aftermath of Trump's election.

Zuzana Suchová will show how she embedded the key principles of these campaigns into Zuzana Čaputová's successful presidential campaign here in Slovakia.

Learning outcomes:

Attendees will leave with a deep understanding of what drove the success of these three campaigns as well as practical examples they can apply to their own organization's fundraising strategy.

Who should attend:

Anyone who wants to learn from, and be inspired by, successful US political fundraising and campaigning activities.



Zuzana Suchová

SAVIO/Cvernovka Foundation (SK)

Fundraising from the few

Legacy Giving Made Easy



Richard Radcliffe

Radcliffe Consulting (GB)

Do you think your supporters are thinking of a legacy? Answer: NO! So how can you introduce the idea that it is possible for them? If you have no budget to promote this way of giving, learn how to do it without upsetting anyone!

We will suggest solutions which cost you nothing, but could produce miracles. Give your NGO the opportunity to gain financial security in the future.

Learning outcomes:

- How to start a risk-free legacy campaign with minimum or no cost;
- How to influence people to give a legacy gently!

Who should attend:

- Any fundraiser;
- Communications staff.

Fundraising from the few

Major Donor Campaign For The First Time



Jan Kroupa

Czech Fundraising Center (CZ)



Jana Havlenová

Sue Ryder (CZ)

Sue Ryder Home Czech Republic has just finished its first-ever major donor campaign. Its Development Director (Jana) and campaign consultant (Jan) are coming to share and discuss what they have learned from this unique and rewarding experience, while its CEO (Matěj) may also be in the audience to answer questions too.

Its campaign, which focused on dignified aging in the Czech Republic, took three years to run. Although the outcomes of the feasibility study made us change the concept of the case for support as well as adjust the fundraising targets, by the end of it we celebrated the campaign's success as a far more mature fundraising team.

Learning outcomes:

- What needs to be in place to begin a major donor fundraising campaign;
- What it takes to make your major donor campaign a success;
- Who needs to be involved and in what capacity;
- What you learn from a fundraising feasibility study;
- How you manage the team and what roles there should be;
- How to lead up.

Who should attend:

- Trustees and board members;
- CEOs;
- Development Directors;
- Major Donor Fundraisers.

Leading and managing

New Thoughts On Leadership**Helena Sharpstone**

Sharpstone Skinner (GB)

Is there really anything new to say on leadership? As a matter of fact, there is and it's all here in this session where we take a fresh look at leadership including the central mindset for high performance, 21st-century motivation, moving from transactional to transformational leadership and how to develop your next generation of leaders. Packed with content and firmly fixed on the practical, you will leave this session with techniques, hints, and tips to update and refresh the way you lead your teams.

Learning outcomes:

- How to identify your current mindset and if it is driving high performance;
- Ways to develop a culture that is both supportive and challenging;
- An understanding of what motivates modern fundraisers;
- Ideas on how to create a motivational work environment;
- Ways to lead more and manage less;
- An up to date way of managing learning and development for future fundraising leaders.

Who should attend:

- Middle managers;
- Heads of teams;
- Fundraising managers;
- Directors.

Leading and managing

Not For Love Nor Money**Jolan van Herwaarden**

College of Change (NL)

What would you do for love or money? And what would you NOT do, either for love or for money? In this workshop we will look at the concept of a Moral Compass, identifying a personal compass to guide you through the minefield of marketing, fundraising, and communication. We will also look at working to better the non-profit sector as a whole and working with others in teams. The workshop includes a game that is lots of fun and which will produce some extreme, hilarious statements. But it also has a serious undertone – if something has to guide you, why not your own Moral Compass?

Learning outcomes:

- Participants will gain greater knowledge of ethics and ethical Fundraising.
- They will also develop a real and practical sense of 'right' and 'wrong' in marketing, fundraising and communication with others through a series of case studies and statements.

Who should attend:

- Anybody involved with fundraising and/or management of a non-profit organization.

Getting your message across

Shot To The Heart: You Can Give Love (And All Emotions) A Good Name (And Do Good!)**David Kravinchuk**

Philanthropy Firerand (CA)

If there's one thing the 2016 US presidential election taught us, it's that emotion trumps reason.

Come to this session and learn how you can employ emotional storytelling to connect with your donors and inspire them to become a hero to their community, their country and the planet.

Leave this session armed with creative new ideas you can immediately apply to your fundraising program to inspire more people to give and become loyal donors.

Learning outcomes:

- Uncover your organisation's stories;
- Learn creative ways to use your organisation's stories;
- Learn how to use emotional language to inspire donors to take action;
- Learn why negative emotions trump positive, feel-good stories.

Who should attend:

All fundraising professionals interested in inspiring donors and building long-term, meaningful relationships, especially those working in direct response and stewardship.

Fundraising from the many

Simple Digital Fundraising Programs



Jacob Møllemose

Agency Scandinavia (DK)

This ambitious 90-minute session sets out to develop a roadmap for a simple digital fundraising program for you. A highly interactive session, where you will be led through the process of developing your program's roadmap.

The session will follow the story of moving from a single country marketplace to going global. The Danish Refugee Council did just this in 6 months, with a minimal viable program to test global market potential.

The program can be used in small countries just like my little duckpond – Denmark.

Learning outcomes:

- Set up your basic product portfolio;
- Build the program;
- Find the tools;
- Cool ideas for automation and loyalty;
- Using Facebook to acquire prospects;
- Email marketing insights for fundraising;
- Why you should benchmark with your peers to excel.

Who should attend:

- Team leaders;
- Fundraising managers and directors;
- Digital fundraisers with ambition!

Getting your message across

Stand-Up Fundraising Pitch Contest



Jan Kroupa

Czech Fundraising Center (CZ)

We all have brilliant plans and dreams. Join this session moderated by Jan and make your 5-minute pitch in front of an audience to compete for a 300€ prize – yes, really! The winner will be selected by the audience. The prize in a form of voucher was donated by the Česká spořitelna Foundation and can be used for any educational purpose of your choice.

This fun evening session has been designed to liven up the end of a tiring conference day. The number of presenters will be limited to a maximum of 8-10 who will be selected on a first-come, first-serve basis. Come with any promotional material or presentation to impress, move and convince an audience of potential donors.

Don't miss the opportunity to compete with the best fundraisers from the region using your original dream fundraising pitch!

Learning outcomes:

- Presentation skills;
- Case for support;
- Pitching to a specific audience;
- Formulating donor arguments;
- Evaluating donor propositions.

Who should attend:

- Fundraisers of all kinds.

This session is sponsored by:



Getting your message across

Story Mapping



Brian Fitzgerald

Dancing Fox (NL)

We'll look at a case study of story mapping work at Greenpeace International – a pirate communications exercise that shifted internal culture and external strategy, resulting in a set of "7 shifts" – navigational points that eventually found their way into the organization's ten-year strategy. And we'll see how a story can turn the usually excruciating process of talking about mission or organizational change into a passionate, purpose-driven prospect that can actually be fun.

We'll learn how to break an organizational or campaign story into a set of values – a moral – and a set of simple story elements that fit a timeless and easily understood story arc. And we'll talk about how a simplified organizational or campaign story can help orient staff, shape strategy, and open up extremely useful conversations about how to tell and live the most powerful story you can.

Learning outcomes:

- A wider perspective on how a story can shape strategy and organizational culture;
- Tips and tricks for driving organizational change and communications clarity through story;
- Story Mapping technique – a Swiss Army Knife in any fundraiser's toolkit;

Who should attend:

- Captains: Senior Management, Fundraising and Communications leaders who want to streamline sign-off & creative processes and get a silo-ed organization on the same page;
- Pirates: Staff on the fringe of organizational decision-making who want to tell better stories and leverage story for organizational change;
- Story Tellers: Anyone interested in how story shapes behaviour and communicates values.

Fundraising from the many

The Most Disruptive Fundraising Technology: Why And How To Use It



David Kravinchuk

Philanthropy Firerand (CA)

You've probably heard about it. You've likely seen it in action. And you may have even touched it. It's delicate, powerful and even dangerous. It's highly flammable and if you're not careful, it can cause an injury. Most dangerous though are the misconceptions and myths surrounding this amazing tool.

Surprise! We're talking about PAPER. It's still the most powerful fundraising technology ever invented.

Come to this session to learn why it's more relevant and important than ever. We'll explore scientific studies that unveil the power of paper to implant messages directly and deeply into the human brain and learn how neuroscience is showing us how paper gets at the emotional and decision-making centre of the brain. We'll explode the myth of dying paper-based campaigns like Direct Mail and explore four massively powerful ways you can employ this technology in your fundraising.

Learning outcomes:

- Learn about the fascinating new body of scientific research that proves why print matters more than ever;
- Learn when to listen to and when to ignore donor preferences;
- Learn how to use the power of paper to build great donor relationships, raise more money and transform your fundraising.

Who should attend:

All fundraising professionals interested in inspiring donors and building long-term, meaningful relationships through the use of the most effective fundraising technology ever invented.

Fundraising from the many • Rethinking strategy

The Next Generation Of Giving: Are You Ready To Reach Gen Z, Gen Y, Gen X, Boomers And Civics?



Michael Johnston

hjc (CA)

You can't ignore it: around the world, donor acquisition rates have fallen. Traditional channels alone just aren't cutting it anymore. Events are more difficult to make successful than ever. And supporter engagement and communication preferences are becoming much more complex and demanding. The traditional art and science of fundraising must adapt or we might be in real trouble.

Join Michael to find out how your organization can tap into the next generation of giving. Using groundbreaking data from the definitive, multi-country study of activists and donors – alongside relevant and riveting examples, we'll talk you through the *new* do's and don'ts of omnichannel and on-trend multi-generational fundraising.

If you're wondering about multi-channel and multi-generational fundraising, brand building and advocacy programs, social media, acquiring new and younger donors or you just want to know how different generations of supporters and activists feel about social impact, this fact-filled, one-of-a-kind session is for you!

Learning outcomes:

Get burning questions answered – like:

- Is there a generational difference in sustainer giving?
- Do young people care about direct mail?
- Can I make a digital fundraising strategy work for donors over 65 years old?
- Where does crowdfunding and giving circles fit in?

We can promise that you'll leave this workshop with real data, behind-the-scenes case studies and clear directives on where to focus your current and future marketing and fundraising efforts. Join Michael for a fast-paced and interactive session to advance your team's generational fundraising and marketing.



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