



OPENING PLENARY: The Influential Fundraiser: How To Influence High-Value Givers In A One-To-One Setting

Bernard Ross – the management centre (UK)



> FUNDRAISING FROM THE FEW

The fastest-growing area of fundraising today is with high net worth individuals (HNWI). This growth builds on the reality that society is becoming inequal and

that a small number of people have very significant funds as individuals which they can use to spend for social good.

This session is based on Bernard Ross' book *The Influential Fundraiser*, voted one of the five most important books in fundraising by the New York Times. This book explores how to engage, motivate and convince HNWI by combining psychology and neurology. It avoids the old-fashioned 'moves management' approach born from US experience in higher education in 1950s.

The session will show how you can adapt and flex your approach to match that of whoever you meet.

Learning outcomes:

Specifically we will cover:

- The five Ps of influence,
- How to get yourself into the correct mindset for fundraising,
- How to identify donor hygiene factors and motivators,

- How to present your case support using the four key models,
- Building lightning quick rapport with people you don't know,
- Handling rejection: How to deal with the nine different kinds of No.

The session will be lively and interactive with case studies and practical activities.

Mission Impossible? How To Fundraise Successfully For Difficult Causes

Patrick Mahassen – Transparency International (DE)



> FUNDRAISING FROM THE FEW > FUNDRAISING FROM THE MANY

The presentation will focus on how to address the belief that a cause may be difficult to fundraise for and to differentiate your cause

from the competition with a thorough analysis of your target audience and the environment in which your cause is evolving. The challenge is to create a unique story around your fundraising offer that will appeal to various audiences (private sector, individuals, governments, local authorities etc.) and to systematically adapt this story to the target group you seek to address. This workshop is meant to be highly interactive. After a 20 to 30-minute presentation, participants will present their challenges with myself and other participants subsequently giving advice and proposing solutions.

Learning outcome:

- The demystification of the "Difficult Cause Syndrome" into a challenge that will result in a unique selling proposition.

This session is mainly for:

- Intermediate/advanced target groups.

Those Who Are Afraid, Die Every Day. Those Who Are Brave, Die Just Once. Be Brave, Have A Plan, Make Money. And Change The World

Tomasz Michałowicz – Fundacja JiM (PL)



> RETHINKING STRATEGY

The session will provide a complete toolbox with which to build organisational and fundraising strategies. You will be

familiarized with the most common and most-used strategic tools, including strategic group analysis, blue ocean strategy and Porter's 5 forces analysis. You will have to answer five questions critical to the fundraising strategy of your organization. You will also learn how to use Osterwalder's business model generation tool to build a complete model for a successfully functioning organization.

Learning outcomes:

- You will learn how to build a strategy for your organization and a complete model for its functioning.

This is a general strategy session and is useful for both beginners and advanced fundraisers.



Low-Cost Integrated Fundraising For The Brave

Jiří Krupa

Amnesty International Česká republika (CZ)



> FUNDRAISING FROM THE MANY

What does mobilization mean from a fundraiser standpoint? My view is simple – we often fundraise from people we barely know instead of asking for emails, phone numbers and commitment from people around our NGO's daily work.

In this session we will focus on cheap, easy-to start and easy-to-scale methods of fundraising – warm lead tele-conversion. We will mainly talk about the common pitfalls and opportunities of this approach. Along the way we will also cover long term benefits of refocusing from cold to warm acquisition – the need for cooperation with other departments and the need for escaping comfort zones when motivating people rather than persuading prospective donors.

Learning outcomes:

- What it means to transform from a cold to warm acquisition via phone,
- What obstacles you can expect from your colleagues in other departments,
- What long-term benefits can warm lead fundraising bring to the organization,
- How committed you, as fundraiser, should be in order to start calling your leads.

This session is mainly for:

- Fundraisers willing to work with individuals.

What's Up – How To Deal With Some Of The Latest Trends In Fundraising

Maria Ros Jernberg

Swedish Fundraising Council (SWE)



> FUNDRAISING FROM THE MANY

Sit down and relax. In this session Maria will do all the hard work. She has scanned all (well almost all...) the fundraising blogs, read numerous articles and reports and now she will be sharing the results with you. Listen to some of the latest trends in fundraising and see some great examples. But be prepared to do some work when you get back to the office, because you need to think about how these trends will affect you and your organization. The session will result in 10 questions regarding your own organization's fundraising, questions that will help you determine your next step.

Learning outcomes:

- An overview of some of the latest trends in fundraising,
- Inspiration from examples of great fundraising,
- A checklist with 10 questions every up-to-date fundraiser should ask themselves.

This session is mainly for:

- Beginners and advanced fundraisers.



How To Be A Fundraising Leader

Bernard Ross – the management centre (UK)



> RETHINKING STRATEGY

This workshop session will cover the key characteristics of high performing fundraising leaders. It draws on Bernard Ross' coaching practice with the directors of some of the world's largest fundraising charities – looking at what makes them outstanding and separates them from the just average. The session will not offer a simple formula, but suggest that successful fundraising leaders need to have some, if not all, of a number of characteristics.

Learning outcomes:

In a lively and interactive session we will cover:

- What makes an outstanding fundraising leader,
- Why focus is important,
- Why creativity is important,
- Why you should never motivate anyone,
- What it means to be inspirational,
- Defining your leadership mission,
- Building a high achieving culture.

The session will allow opportunities for delegates to interact with each other and share their own experience and skills.

This session is mainly for:

- Leaders of organizations, teams or departments of 5+ people



The Power And Joy Of Building A Legacy Relationship

Stefano Malfatti

Fondazione Don Carlo Gnocchi (ITA)



> FUNDRAISING FROM THE FEW

This session will look at legacy fundraising in very difficult environments, specifically the Italian non-profit sector, and will try to highlight cultural and strategic elements in terms of will-making and legacy giving. We will analyse the real journey to “gifts in will”, emphasizing types of donors, characteristics of activities and projects and – above all – the power of relationship-building, without forgetting the great gains that bequests guarantee, once consolidated.

Learning outcomes:

- Information on numbers relating to will making across the world,
- Why and how to spread will-making messages and legacy giving messages,
- How to build, develop and manage the best legacy relationships,
- How to communicate and facilitate will-making in a difficult environment.

This session is mainly for:

- All fundraisers specialising in individual giving, including major donor fundraisers.

Grow Your Bottom Line 100% Through Online And Offline TESTING!

Suzanne Cole Nowers – Nexus Direct (USA)



> FUNDRAISING FROM THE MANY

Many nonprofits, both large and small, are timid of testing because of the misperception that it's too expensive as well as a fear of failure. Master the strategies to grow your direct marketing fundraising program by up to 100% by learning about tests that work and how to implement them.

Learning outcomes:

- How to build both online and offline testing into your budget at the beginning of the year,
- How to test effectively, and in a statistically valid environment, both offline and online,
- How to roll out test findings across multiple channels to create immediate revenue.

This workshop is mainly designed for:

- All levels – from new fundraisers to senior level staff alike – will walk away with the necessary tactics to build testing into your annual plan ... because you rarely create real change by doing the same thing over and over again!



When Advocacy Meets Fundraising: How To Use Political Issues To Drive Donations

Colin Delany – Epolitics.com (USA)



> FUNDRAISING FROM THE MANY

Advocacy campaigns are usually intended to mobilize public opinion and create policy and political change, but they can also help you build your fundraising program.

Learn how groups are using online advocacy to expand their fundraising base and turn supporters into donors. We'll discuss both high-level strategy and day-to-day tactics, with the goal of getting the most return possible for your organization. Learn how you can change the world AND support your organization at the same time.

Learning outcomes:

- How advocacy can build your donor list,
- How to maximize your fundraising from online advocacy actions,
- Segmenting your list based on activists' interests and past actions,
- Tapping into online communities of interest,
- A/B testing and analytics,
- Capitalizing on breaking news,
- Reaching new audiences for your organization or cause.

This session is mainly for:

- Beginners/Intermediate fundraisers.



Selling Ideas Versus Selling Compassion

Richard Ďurana – INESS (SK)



> FUNDRAISING FROM THE FEW

What is the difference between fundraising for charity, social and healthcare services, education, environment, historical monuments, children and animals, and think tanks which engage in advocacy, watchdog functions and policy making? Come and learn what it means to build trust and work with donors in this different and difficult field. Fundraising cannot be done from a desktop, there must be field work. Using an INESS case study we will show that visibility is key to attracting major donors. Also, how involving personal activities that are usually not part of professional life can be useful in approaching donors will be discussed.

Learning outcomes:

- Approaching major donors makes more sense in selling ideas than fundraising campaigns targeted at the general population (1×10,000 vs. 1,000×10).

This session is mainly for:

- Fundraisers at think tanks, advocacy organizations and watchdog organizations.



Do You Need A Fundraising Strategy? Let's Start Today!

Richard Ďurana – INESS (SK)



> RETHINKING STRATEGY

Some people love to plan from the very beginning, some discover that they need a plan once the daily work overwhelms them. No matter what your cause is – if you plan to have a fundraising strategy – come and prepare it. Being part of a group coaching session, you can work on your own case and plan your own strategy building process. You can expect the session to provide comprehensive work, group support and a lot of interaction. At the end of the session you'll get a practical guide of the Do's and Don'ts of building a strategy. If you plan to attend, please be able to describe your organization's mission in two sentences.

Learning outcomes:

- You will end up with your own ready-to-implement map, showing your process of strategy building.
- You will define: when you start, what will be involved, how long it will take and how much it will cost.
- You will learn what the risks are and what you need to do to really start it!

This session is mainly for:

- Both beginners and advanced fundraisers – you can plan with success, regardless of your experience.

Attention: This will be a group coaching session which requires a decent group. There is a limit of 20 delegates who will be allowed to attend on a first come, first served basis.

Social And Digital Storytelling: New Trends To Share Your Causes!

Marcelo Iniarra – www.marceloiniarra.com (ARG)



> FUNDRAISING FROM THE MANY

One day a Cuban bartender challenged the writer Ernest Hemingway to tell a story in just six words. If he could do it, he would get a free round of rum. Hemingway arrived the next day with a piece of paper with this story "Baby shoes. Never worn. For sale." And he got his free drink. Cheers! This is the key element of a successful fundraising program, telling your story in a creative and emotional way to blow supporters' minds. The great news is that, in the digital era, there are a lot of new tools for storytelling such as virtual reality, gaming, transmedia and many others. Marcelo will dynamically share his work with NGOs across the globe. The objective of talk is to give participants a new dimension to their profession and provide them with storytelling skills for the digital era.

Learning outcomes:

- Cool stuff to share in the bar... and impress your boss.

This workshop is mainly designed for:

- Dreamers that think that the power of imagination might change the world.



Fundraising Hip-Hop Free Style Contest

Jan Kroupa – České centrum fundraisingu (CZ)

Jarmila Cihlářová – Nadce Via (CZ)



> FUNDRAISING FROM THE MANY

Recent success of a fundraising campaign organized in a Czech hip-hop community in support of education for kids from one Bangladesh slum – which we present to you to open this session – inspired us to organize an interactive fundraising hip-hop free style contest. This lively session to conclude the day

promises to rock the venue and wake up all participants who dare to come and join us.

Learning outcomes:

- Inspiration from a case study of a successful campaign from the fundraiser who organized it and the consultant who supported her.
- Overload of ideas to advance your thinking about your case for support and your community fundraising.
- In hip-hop terms: None, what-so-f*-ever, guaranteed!

This workshop is designed mainly for:

- Daring participants who are bored stiff with the static conference format and sessions by this hour in the day.

Get As Much As You Can!

Jana Ledvinová – České centrum fundraisingu (CZ)



> RETHINKING STRATEGY

Competition vs. Cooperation in fundraising is an often-discussed topic among fundraisers. Most of us want to see a vital civil society helping people in need, solving

societal problems and making our lives better. Most of us want more money and more donors for our activities. And there is a limited amount of both in the market. What is the best solution to this dilemma?

This workshop does not offer a solution but experience through a simulation game called "Get as much as you can!". You will struggle for money or strive for cooperation or for both. You will discover your own solution for the given dilemma.

Learning outcomes:

- Greater insight into collaborative and competitive strategies in fundraising
- Useful tool for deciding the best strategy for different conditions
- Deeper knowledge of your personal attitudes to money

This workshop is designed mainly for those who are:

- Brave enough to play.
- Curious about themselves.
- Like to compete and win.
- Hate to compete and win.

A Wedding As A Crowdfunding Project. The Story of A Site-Specific Ritual On The Verge Of Authenticity

Zuzana Duchová

Creative Desk Europe Slovensko (SK)



> FUNDRAISING FROM THE MANY

The bride herself will present the Salonik project case study. Our discussions will be about the details of a crowdfunding campaign for a wedding, limits of

social hacking, as well as how to run a project with love... and financially survive. Effective work with the public on a number of levels – what's the best approach? To have mass media popularity at any price, for example through scandals and popular causes, or instead create an intellectually sophisticated system for a few connoisseurs giving a feeling of exclusivity? And what exactly is the celebrated sustainability of projects?

Learning outcomes:

- Participants will take away with them a number of optimistic motivational slogans tried and tested through hard reality.

This workshop is designed mainly for:

- Beginners and intermediate fundraisers with courage.



Learn From The Biggest Mistakes Of The Past Year!

Suzanne Cole Nowers – Nexus Direct (USA)



> FUNDRAISING FROM THE MANY

Speakers always tell you what you should do; I want to tell you in 60 minutes what you **SHOULDN'T** do! Learn from as many mistakes from the past year as we can fit into one session. The how and why for direct marketing tactics that bombed and strategies the pros all thought would work but didn't.

Learning outcomes:

- How and why good ideas go bad.
- How to protect yourself from making similar mistakes.
- How to laugh at yourself and sell the results to the board.

This session is mainly designed for:

- Fundraising professionals that are looking to learn from others' failures and to ensure that they don't make the same mistakes.

Membership Fundraising In The Cultural Sector

Suzanne Cole Nowers – Nexus Direct (USA)



> FUNDRAISING FROM THE MANY

This must-attend session for beginner and intermediate fundraisers will cover the philanthropic culture as it exists today, what it means to diversify

your fundraising, and the challenges and solutions associated with having Direct Marketing as a part of your fundraising plan. We will take a look at how to launch a membership fundraising programme online and offline and will ensure you walk away with the helpful tips you need to build your member base.

Learning outcomes:

- How to launch a membership programme.
- How to cultivate your membership base online and offline.
- How to budget for membership growth.

This workshop is mainly designed for:

- Beginner and intermediate fundraisers.

Are You Ready For An Individual Fundraising Campaign? A True Story About Building Fundraising In An NGO

Magda Sadłowska – Fundacja Dzieci Niczyje (PL)

Karolina Błaszczuk – Fundacja Dzieci Niczyje (PL)



> FUNDRAISING FROM THE MANY

Let's do a fundraising campaign! What does it really mean and what do we need to be successful? Why is it not only the fundraising team's responsibility and who should lead this kind of campaign? And in what way? What is the hardest part of it and what can we expect?

This session is based on 10 years of experience. You will get guidelines and suggestions about starting and developing fundraising in an

NGO adapted to different needs and different fundraising cultures in organizations. The session will offer knowledge appropriate for building a first fundraising campaign from scratch, but it is also suitable for NGOs already running fundraising projects and facing various problems in their daily operations.

The session will deal with these topics:

- Is your organization ready for a fundraising campaign?
- Most common mistakes and how to avoid them.
- Examples of fundraising campaigns for difficult causes.

Learning outcomes

- Knowledge about sources and tools required for successful fundraising campaigns,
- List of most common mistakes and basic knowledge about risk management in fundraising campaigns,
- Check-list for appraisal of fundraising plans/campaigns,
- Case studies and inspirations.

This session is mainly for:

- Fundraising managers,
- Experienced fundraisers responsible for B2C campaigns,
- Boards/Directors directly involved in planning fundraising campaigns or strategy,
- Beginners – to get basic knowledge and possibilities.





CEE FUNDRAISING
CONFERENCE

STRATEGIC FUNDRAISING FOR DIFFICULT CAUSES

14 – 16 Oct 2015
Bratislava | SK

CLOSING PLENARY: Fundraising Powered By Ideas: The Best Kept Secret

Marcelo Iniarra – www.marceloiniarra.com (ARG)



> FUNDRAISING FROM THE MANY

It was a mystery. No one discovered it. It's been searched for on all continents. And one day... the best-kept secret was revealed in a dream. How can you inspire

ordinary people to cross the line of indifference when injustice knocks at the door? How can you move them when children are dying of hunger or when an oil spill pollutes the blue water of the sea?

The best kept secret has only five letters: Ideas.

Yes, it is ideas that move people to cross the line of indifference to action. They express their commitment to a cause through donations, or they sign a petition from a mobile phone or just hit the "enter" key, transferring funds to an unknown person on a crowdfunding site. It was just an idea that moved them to do it. To be part of this plenary is a good idea. Don't lose your chance.

Learning outcomes

- Not too much. Our idea is to raise a lot of questions in your mind.

This plenary is only designed for:

- Fundraisers who love dancing and/or singing! If you are not open minded, this plenary is not for you, there is a great coffee house in another part of the venue.

ORGANIZER



GENERAL PARTNER



MEDIA PARTNERS



IN COOPERATION



MAIN PARTNERS



PARTNER



**A BIG THANK YOU
TO ALL THE CEEFC PARTNERS!**