



CEE FUNDRAISING  
CONFERENCE

# STRATEGIC FUNDRAISING FOR DIFFICULT CAUSES

14 – 16 Oct 2015  
Bratislava | SK



**Rastislav Blažej**  
Slovenská sporiteľňa (SK)

- Banka ako páka a urýchľovač výsledku

Rastislav is a Head of Retail Product Management at Slovenská sporiteľňa bank, graduated from Bratislava University of Economics. He started his career with consulting company Accenture focusing on distribution channels in the Czech Republic. He held various positions in retail at VUB bank for a number of years in the field of direct banking and client services as well as product management.



**Karolina Błaszczuk**  
Fundacja Dzieci Niczyje (PL)

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

Karolina has worked in the field of fundraising and communication for 10 years. She worked at the Saint Nicholas Foundation and Nobody's Children Foundation as well as being a frequent speaker at annual International Fundraising Conferences in Poland and working as a consultant and advisor.

Karolina has extensive expertise in fundraising from scratch, particularly in corporate fundraising. Karolina enjoys working in NGOs and helping them obtain financial independence.



**Jarmila Cihlářová**  
Nadace Via (CZ)

- Lajky jsou tu málo platný... aneb co společného může mít hiphop, humanitární organizace a fundraising
- Fundraising Hip-Hop Free Style Contest

Jarmila spent ten years in the USA where she studied social work at Loyola University in Chicago and worked with both oncology patients in a hospital setting and in resettling refugee communities. Following her return to the Czech Republic she spent six years with ADRA, being responsible initially for global development education and later for fundraising and programme management for the newly-created Chalantika project. Chalantika is an educational centre that helps children and families from the Chalantika slum in Bangladesh obtain an education and better chances in life.

The responsibility for obtaining funding for this international project led her to meet people who not only make a living from fundraising, but who enjoy it – and in time she found that applied to her too! To help Bangladeshi slum children, she coordinated a number of campaigns, including the Robert Vano for Bangladesh initiative as well as co-developing the Pio Squad for Chalantika campaign. Fundraising, according to her, is an adventure that she can invite others to take part in and share the joy of helping a good cause. And that is what she enjoys.

In August 2015 Jarmila joined the Via Foundation as a manager for the Philanthropy Development programme. Jarmila has a long-term interest in community development, volunteering, philanthropy and finding ways to support charitable activities in the Czech Republic. She enjoys spending time with good people, talking over tea, exploring other cultures, as well as dandelions, walking among fallen leaves and being in the company of children.



**Suzanne Cole Nowers**  
Nexus Direct (USA)

- Grow Your Bottom Line 100% Through Online And Offline TESTING!
- Learn From The Biggest Mistakes Of The Past Year!
- Membership Fundraising In The Cultural Sector

Suzanne is the CEO of Nexus Direct, an award winning direct response fundraising firm with offices in the US and Europe. Over the last 20+ years, she and her team have developed successful fundraising programmes for some of the world's most recognised organisations and set fundraising records in the US with their political fundraising practice. Suzanne is also an active volunteer and recognised thought leader in the global fundraising community, having been honoured with the International Fundraising Congress' George Smith Outstanding New Speaker Award in 2014.



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**Colin Delany**  
Epolitics.com (USA)

- MASTERCLASS: How Digital Advertising Can Boost Your Online Fundraising
- When Advocacy Meets Fundraising: How To Use Political Issues To Drive Donations

Colin is an 18-year veteran of online politics, a digital strategy consultant and the founder and editor of Epolitics.com, a website that focuses on the tools and tactics of Internet politics and online political advocacy.

As a consultant, Colin now works with advocacy organizations and political groups around the world to help them leverage digital tools to achieve their communications, fundraising, activism, advocacy and electoral goals.

Colin is a sought-after trainer and speaker on topics related to digital advocacy, social media, online communications and internet politics. He has given presentations at conferences from South by Southwest Interactive to Netroots Nation and at universities including Harvard and the London School of Economics. He was also honored as one of "Ten Who Are Changing the World of Politics and the Internet" at the 2010 World E-Gov Forum in Paris.

Delany is the author of several ebooks, including the digital campaigning guide "How to Use the Internet to Win in 2016" and "Learning from Obama", the definitive overview of the groundbreaking 2008 online campaign for president. Besides

Epolitics.com, he also writes the "Technology Bytes" column for Campaigns & Elections and is a Contributing Editor for the Digital Politics Radio show.

Delany began his political life as a staffer in the Texas Legislature, where politics is considered a contact sport. He later co-founded a targeted search engine for politics and policy during the dot-com boom. He is the former digital director of the National Environmental Trust and National Women's Law Center.



**Zuzana Duchová**  
Creative Desk Europe  
Slovensko (SK)

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

Zuzana is an initiator, curator and driving force behind the salonik.sk project. She studied Art History at Comenius University in Bratislava, Slovakia and Vienna University. She holds a PhD in spatial planning from STU university in Bratislava. Zuzana is an external lecturer at UTB in Zlín, Czech Republic, and occasionally lectures at STU and VŠVU universities in Bratislava. Besides theoretical research she has co-organised various events fusing art, architecture and creative tourism. She was one of 40 authors of the *BA! U-fu-tour guide*. She works with Creative Desk Slovakia, focusing on management of culture projects and grants. She has vast experience with institutional fundraising and raising of public funds, which she also tries to put to use in other areas of this field.



**Richard Ďurana**  
INESS (SK)

- Selling Ideas Versus Selling Compassion

Richard is a co-founder of leading Slovak economic think tank INESS – the Institute of Economic and Social Studies. He has been Director since its inception in January 2006 and, as well as undertaking analytical work, has been responsible for fundraising and strategy planning. Despite being perceived as non-profit organizations (which is still a sort of synonym for volunteer in this region), think tanks employ professionals who must be adequately paid to deliver high quality output. At the same time, institutional support (as a complement to project support) is necessary for a think tank's day to day operational requirements. Richard's role is to communicate this non-intuitive finding to donors, with a special focus on major prospects.

Richard holds an MSc in organic chemistry and PhD in biochemistry. Prior to working at INESS he was a research scientist at the Institute of Chemistry, Slovak Academy of Sciences, where he worked in developing vaccines.





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**Jan Gregor**  
Hnutí Duha (CZ)

- Vztahový fundraising – od řízení toků darů k řízení vztahů s dárci

Jan has been working on the development of individual fundraising since joining Hnutí Duha (Friends of the Earth Czech Republic) in 2006. Currently, he is the head of the individual fundraising department, with online and direct fundraising as his specialization.

He is a member of the Hnutí Duha Board. Since 2012 he has been Chairman of the Za snadné dárcovství (For Easy Giving) Coalition's Executive Board. He has been interested in regular and non-anonymous giving for many years.

Since 2006 Jan participated in developing the direct dialogue method which, during 2006-2011, brought several thousands of new regular donors to Hnutí DUHA every year. He also participated in the development of the Hnutí DUHA's donor relationship management and its database solution. Since 2013 the new strategy of interconnecting the online and offline fundraising has been generating over 1,000 new contacts every month, and the numbers keep growing thanks to the development of online fundraising.



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**Marcelo Iniarra**  
[www.marceloiniarra.com](http://www.marceloiniarra.com) (ARG)

- MASTERCLASS: How To Develop A Digital Public Mobilization Concept That Shakes Hearts And Minds
- Social And Digital Storytelling: New Trends To Share Your Causes!
- PLENARY: Fundraising Powered By Ideas: The Best Kept Secret

Marcelo is an innovative marketing professional and activist with over 25 years of experience working in the non-profit sector. He is now leading his own international creative consultancy – [www.marceloiniarra.com](http://www.marceloiniarra.com) – providing advice and inspiration to organizations all over the world such as Amnesty International, Greenpeace International, Unicef, UNHCR, SOS Children's Villages, MSF, WWF and many others. He is the former Fundraising & Campaign Innovation Manager for Greenpeace International, where he obtained a reputation for being one of the international pioneers of online fundraising and campaigning. Marcelo is already causing a stir in the sector as an independent player, fuelling the fire of social innovation.

His workshops and conference presentations, described by participants as "thrilling", focus on innovative aspects of digital campaigning and fundraising as a means through which to achieve public motivation to act for social causes. A highly coveted lecturer in his field, Marcelo is a popular keynote speaker at conferences all over the world. Further evidence of his "off the wall" approach can

be found in his publications "The Hidden Gate to the Pyramid" (Internet Management for Non Profits), "Your Organisation in the Donor's Pocket" (People to People Fundraising), "Non-profit Internet Strategies" and "Globarity" (Global Giving).



**Sylwia Kobayashi**  
Sentio, Coaching & Fundraising (PL)

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

Sylwia is passionate about helping organizations become financially independent and therefore fulfil their dreams. She works with them to build long term fundraising strategies and helps them implement those strategies. Sylwia has over 22 years of experience in marketing and fundraising, the last 11 of those specializing in fundraising and 3 in coaching for fundraising. Her corporate experience includes work in the B2B and B2C markets, mostly in marketing communication, public relations and brand management.

While working for WWF, she and her team built from scratch a multichannel, effective fundraising programme which helped the organization become financially secure and independent. Sylwia is a fan of long term strategic thinking, but believes that detailed operational planning is the key to success. As a coach she works using Coach Wise methodology. She is a graduate of two schools in the field of individual as well as group and team coaching, both of which meet International Coach Federation (ICF) standards. She works using the ICF ethical code of conduct.



## Martina Kormanová

Transparency International  
Slovensko (SK)

- Transparency International Česko a Slovensko: Protikorupčná fundraisingová cesta

Martina started with individual fundraising when she joined the team at TI Slovakia in 2014. Over time she became responsible for the entire fundraising agenda – from daily communication with donors and supporters, management of the donations portal and preparation of the group’s newsletter, to coordinating and managing cost-effective fundraising activities and campaigns as well as developing new partnerships with corporate providers of various services and expanding TI’s network of individual donors.

Since December 2014, she has also been voluntarily working as a fundraising assistant for the Slovak branch of Amnesty International. Martina is really enthusiastic and passionate about fundraising and is constantly trying to find new, more effective (essentially low-cost) ways and means for fundraising and promotion. Most of her experience comes from “learning by doing”, but she really enjoys being inspired by and learning from professional fundraisers.



## David Kotora

Transparency International  
Česká republika (CZ)

- Transparency International Česko a Slovensko: Protikorupčná fundraisingová cesta

David has been working in the NGO sector for a few years now. He worked at the fundraising department at Amnesty International for four years, first getting experience as an F2F and telemarketing manager, later working as a fundraising manager and specialist. He is also a CRM Salesforce instructor and a member of the Transparency International Club. He joined TI in October 2013 and is in charge of fundraising and communication.

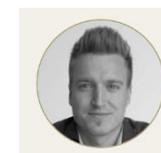


## Jan Kroupa

České centrum fundraisingu (CZ)

- První slušná data o dárcovství v České republice
- Fundraising Hip-Hop Free Style Contest

Jan has been working for over 16 years as a consultant, lecturer and analyst in the field of philanthropy, leadership, fundraising and management of civil society organizations in the Czech Republic and more than ten other countries, mainly in CEE. He is a co-founder and leader of the Czech Fundraising Centre, Chairman of NETT (an independent think tank for civil society) and a member of several Boards of nonprofit organizations. Jan is a PhD student of ethics at Charles University, plays with several bands and performs with the theater company Teatro Truhla.



## Jiří Krupa

Amnesty International  
Česká republika (CZ)

- Low-Cost Integrated Fundraising For The Brave

When walking the streets doing face to face fundraising Jiří often wondered what the secret to signing people up was. After persuading thousands of people to make recurring donations, he started to believe it is not what one says, but how well one listens. Thanks to this approach he rose from street fundraiser to the position of direct dialogue manager with Greenpeace Czech Republic.

The motto at that time was “cold acquisition is just a statistic and you should treat it as such”. After a short corporate turnaround, he joined Amnesty International as head of its fundraising department in Prague. There he is still learning the implications of his former motto – speaking with random people means the conversion rate will be low and therefore there will be a need to focus on KPIs and breakeven rather than the donor itself. Talking to people, sharing the values and beliefs the organization already has, tends to produce not only more conversions, but also longer commitments. This means lower acquisition costs and more ethical fundraising.





## Jana Ledvinová

České centrum fundraisingu (CZ)

- Kluby absolventů – záchrana pro naše vysoké školy anebo zbytečná investice?
- Get As Much As You Can!

As an international trainer and consultant, Jana has been providing training and consultations in resource mobilization, personnel management, strategic planning, marketing, advocacy, and partnership development in over 20 countries, mainly in CEE. Recently, she has been using her vast expertise from working in different countries and with a range of organisations in transition for work in the Czech Fundraising Center in Prague.

The Center desires to see an authentic, vital and vibrant civil society in the Czech Republic, the CEE region and other countries in transition. It helps civil society leaders and communities acquire skills and tools to build trust and long-term independence.



## Patrick Mahassen

Transparency International (DE)

- Mission Impossible? How To Fundraise Successfully For Difficult Causes

Patrick is a Resources Director at the Transparency International (TI) in Berlin. He joined TI in 2004 with a mission to enhance resources for the coalition of 100 National Chapters of this movement dedicated to fighting corruption. Patrick had previously

worked for the International Committee of the Red Cross, holding posts in Jerusalem, Riyadh, Colombo and Bangkok, as well as being Head of Private Fundraising based at its headquarters in Geneva. Before joining TI, Patrick was a marketing director in the private sector in Paris. He holds degrees in Marketing and Communication and Business Management as well as a post graduate qualification in Sustainable Development from Cambridge University. Before starting a career in the NGO sector, Patrick was a professional musician for more than fourteen years.



## Stefano Malfatti

Fondazione  
Don Carlo Gnocchi (ITA)

- The Power And Joy Of Building A Legacy Relationship

Stefano is the winner of the 2014 IFC Global Fundraiser Award and IFC Choice Award for the comprehensive development of legacy strategies in a difficult environment, such as the Italian non-profit sector, by using communicative and cultural initiatives rather than traditional methods of marketing. He has been working for the Fondazione Don Gnocchi Onlus for over 20 years, playing a key part in the development of fundraising strategies. Stefano has also conducted training sessions and keynote speeches on fundraising, inside and outside Italy. Three years ago, he brought together representatives from organisations all over Italy to start a committee promoting legacy fundraising to large non-profit organisations.



## Tomasz Michałowicz

Fundacja JiM (PL)

- 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 graduated from the management faculty of the Technical University in Lodz (Poland) and the Warsaw-Illinois executive MBA programme. A former journalist at Poland's most influential broadsheet newspaper, Gazeta Wyborcza, he originally wrote about economics before covering social affairs, which led him to the NGO sector. He is the co-founder and CEO of the JiM Foundation which works with autistic children. With a rapidly raising yearly budget, 2000 parents in the JiM Parents Club and over 200 employees and full time activists, JiM is creating a better world for children with autism.



## Maria Ros Jernberg

Swedish Fundraising Council (SWE)

- MASTERCLASS: Corporate Partnerships For Beginners
- What's Up – How To Deal With Some Of The Latest Trends In Fundraising

Maria is the CEO of the Swedish Fundraising Association and has over 15 years of fundraising experience. For Maria fundraising is not a job, it's a passion. She's been Director of fundraising for Amnesty in Sweden and has worked as a fundraising



consultant for several years. Prior to her current role she was the CSR-manager for TV4 in Sweden. Maria is a highly appreciated speaker at both national and international fundraising conferences. She collects fundraising Direct Mail, never misses an opportunity to preach the importance of building donor loyalty and reads way too many blogs, reports and articles related to fundraising.



**Bernard Ross**  
the management centre (UK)

- MASTERCLASS: Behavioural Economics: The Future Of Fundraising Science
- PLENARY: The Influential Fundraiser: How To Influence High-Value Givers In A One-To-One Setting
- How To Be A Fundraising Leader

Bernard is a Director of the Management Centre (=mc), a boutique management consultancy working worldwide for ethically driven organisations. His areas of expertise are strategic thinking, change leadership, innovation and organisational transformation. He works with senior teams and boards developing strategic capacity. He also acts as a personal coach to a number of CEOs of large NGOs and INGOs.

Bernard has worked for over 20 years with not-for-profit organisations helping them transform their performance. His customers include many leading INGOs – ranging from Dian Fosse Gorilla Fund to UNICEF and from WHO to Greenpeace

International. His work has taken him to over 50 countries. Among his recent projects are:

- Guiding the planning, governance and change processes for Amnesty International's worldwide strategy;
- Creating the first integrated global fundraising strategy for the Red Cross and Red Crescent Federation – helping it grow from a \$30B organization to a \$50B one;
- Developing strategic planning materials for UNAIDS to help them deal with the global pandemic;
- Working with UNICEF International on their global innovation strategy to increase unrestricted income.

Bernard co-authored *Breakthrough Thinking for Non-Profit Organisations* with Clare Segal. This book was voted *Best Non Profit Book in the USA 2004* – the first time Europeans have won this award. His book *The Influential Fundraiser* was nominated as one of the top 5 'must read' non-profit books in the New York Times in 2009. Most recently *Global Fundraising*, edited with Penny Cagney, won the Skystone Prize for Research in April 2015. And his new book on Strategy will be published by the Financial Times/Pearson in September 2015.

He is a regular keynote speaker on international platforms such as the Association of Fundraising Professionals (USA), the Institute of Fundraising (UK) and Resource Alliance.



**Magda Sadłowska**  
Fundacja Dzieci Niczyje (PL)

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

Magda has worked in the field of fundraising and communication for different organizations including, among others, Amnesty International, Nobody's Children Foundation and Watchdog Poland, for 10 years. She was a speaker during the International Fundraising Conference in Poland, and has also been a consultant and advisor. Magda has extensive expertise in building fundraising from scratch, building teams and creating and implementing a fundraising strategy. She is an expert in individual fundraising including face to face and door to door programmes, telemarketing campaigns, lead generation actions e.g. Letter Writing Marathon organised by Amnesty International Poland. Magda enjoys making NGOs financially independent and secure.



**Juraj Stankay**  
Google Slovensko (SK)

- Ako získať a využiť program Google pre neziskové organizácie?

Juraj got an MA from Comenius University in Bratislava, and it was during his studies there that he started his first business, focusing on language



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and translation services in Slovakia. After 3 years in business he moved to Ireland where he worked as technical support advisor at Creative Labs' EMEA HQ. In 2005 he became Senior Adwords strategist at Google's EMEA HQ, working on key global accounts. In 2009 Juraj moved back to Slovakia to start his own consulting business in digital marketing & web analytics. Since 2011 he has been working at Google Slovakia as Industry Manager for technology, consulting tech companies and startups focusing on online business development and marketing.



**Lucia Štasselová**  
Nadácia  
Pomoc jeden druhému (SK)

- Strategický fundraising ako riadený proces

Lucia is a qualified architect. In 1996 she co-founded the Children of Slovakia Foundation and was its Executive Director from 2002-2011. Under her leadership the Foundation became the largest and best known independent foundation helping children and young people in Slovakia. Lucia is a co-initiator of the Children's Hour project – the most famous fundraising campaign for children in Slovakia. She also took part in the introduction of a system of Next Level methodology project management, for which the Foundation won an award. Lucia currently heads the private Help Each Other Foundation which helps children and families with cerebral palsy. She also works for the Slovak Fundraising Centre and is a municipal politician in the Slovak capital city. As part of her political mandate she has begun the Bratislava 2030 project, setting out a future vision for the capital.



**Tomáš Vyhnálek**  
Koalice Za snadné dárčovství /  
Člověk v tísni (CZ)

- Jak přivést 17 organizací k první kampani propagující dědictví v České republice

Tomáš is an Executive Fundraiser of People in Need (PIN), one of the largest Czech NGOs. After joining PIN in 1996 he spent 10 years providing relief and development aid in crisis regions. Since 2006 Tomáš has been responsible for PIN fundraising. He succeeded in increasing income from private sources more than tenfold during this period. He introduced innovative fundraising methods like the [www.skutecnydarek.cz](http://www.skutecnydarek.cz) e-shop, helped establish a successful call center and worked with major donors and donors willing to leave a legacy to PIN. Last year Tomáš created a campaign promoting legacies in the Czech Republic.



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