



CEE FUNDRAISING  
CONFERENCE

10 – 13 Oct 2017  
Bratislava | SK

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IMPACT.



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#CEEFC

**Tuesday 10 October 2017**

## Premium Masterclass

- 9:30–10:00 **Registration  
(FULL + PREMIUM Programme)**
- 10:00–11:30 **Premium Masterclass Session 1**
- 11:30–12:00 **Coffee Break**
- 12:00–13:30 **Premium Masterclass Session 2**
- 13:30–14:30 **Lunch**
- 14:30–16:00 **Premium Masterclass Session 3**

**Wednesday 11 October 2017**

## Premium Masterclass

- 10:00–11:30 **Premium Masterclass Session 4**
- 11:30–12:00 **Coffee Break**
- 12:00–13:30 **Premium Masterclass Session 5**
- 13:30–14:30 **Lunch**
- 14:30–16:00 **Premium Masterclass Session 6**

## Masterclasses

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

**Thursday 12 October 2017**

## CEE Conference

- 8:00–09:00 **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**
- 19:30 **Party with live music**

**Friday 13 October 2017**

- 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**





## Eva Aldrich

CFRE International (US)

Eva is President and CEO of CFRE International, the globally acknowledged voluntary certification for fundraising professionals. The CFRE credential supports and encourages fundraising professionals to aspire to the highest standards of professional competence and ethical practice in serving the philanthropic sector.

Prior to joining CFRE International, Aldrich was Associate Director of Public Service and The Fund Raising School at Lilly Family School of Philanthropy at Indiana University. Aldrich has been widely published in fundraising journals and is one of the editors of *Achieving Excellence in Fundraising, 3rd Edition*, from Jossey-Bass.

- **Anatomy Of A Case Statement**



## Tanja Bjelanović

Trag Foundation (RS)

Tanja is the Development Director of Trag Foundation, which is among top five foundations in Serbia unique for its focus to community development. She has seventeen years of experience in civil society, including fundraising from different sources. For the past two years, Tanja has been leading a fundraising campaign that introduced major giving in building the first Endowment Fund in civil society in Serbia and the Balkans. Prior to Trag Foundation, her work in civil society included establishment and leadership over a local CSO, and working with national level civil society organizations in Serbia. Tanja also provides training and consultancy to CSOs, businesses, international donors, government and private foundations in the Balkan region.

- **Major Giving In The Balkans – Does It Work For Beginners?**



## Ewelina Bocian

Ewelina Bocian Design (PL)

Ewelina is an Editorial and Fundraising Design Specialist. She gained extensive experience working with European advertising agencies like BBDO, Byline & Publicis, where she created many campaigns and products for UN Organisations such as Unicef and WHO. Later on as an Art Director at JiM Foundation, she took care of the brand designing successful campaigns for all JiM's fundraising channels from DM to Corporate Partnerships.

Her next step was becoming an independent designer who helps various organisations to create effective and emotional fundraising designs for all channels they use. Co-Founder and Designer at Donor House (PL) – that helps NGO's to build a large and devoted group of donors.

- **The Word Is Not Enough – How To Design Truly Emotional And Moving Direct Mailing?**



## Alex Buchinger

abc-fundraising (AT)

Alex is a Fundraising Consultant and Business Coach who runs his own business (abc-fundraising). He has 20 years of experience in fundraising and social marketing, having previously worked as Managing Director of an Austrian fundraising agency (fc-group) with clients in Austria, Germany, Hungary, the Czech Republic and Slovakia, and as Fundraising Director with WWF Austria.

Alex is a lecturer and has talked at different national and international fundraising congresses (Austrian Fundraising Congress, Swiss Fundraising Congress, IFC in Holland, CEE Fundraising Conference) and various educational institutions in Austria (universities, universities of applied sciences, etc.). The topics he lectures about are fundraising, sponsorship, social marketing, organizational development, presentation techniques and sales.

- **What's Hot, What's New! Trends That Influence Your Fundraising!**
- **How To Shape Your Fundraising! The Ultimate Fundraising Fitness Workshop!**



## Alan Clayton

Alan Clayton Associates (GB)

Alan has worked with over 320 charities, NGOs and non-profits worldwide.

Alan is Chairman of Alan Clayton Associates, based in Scotland and Denmark and currently active in Australia, Finland, Norway, Ireland, Denmark, the Netherlands, the UK, Canada and the USA, and working with clients in many more countries, recently Serbia, Switzerland, Spain and Germany.

He is Managing Partner at the Inch Hotel and Inspiration Centre, Loch Ness, Scotland and Board Chair at Karat Marketing, a telephone fundraising agency in Dunfermline, UK. He has recently launched London based agency Revolutionise FAB and is Creative Director of Robejohn in Melbourne.

Alan has previously held major fundraising and leadership posts and served as Chief Executive Officer of three fundraising agencies.

Alan is one of the leading consultants, coaches, creative directors and inspirational speakers. His specialisms are emotional behaviour, board and executive team development, creative strategy, donor insight and motivation and he has published much original research and theory.

Alan is a keen mountaineer, powerboat skipper and golfer and has a reputation for insight, inspiration and for saying things others don't dare to.

**PREMIUM MASTERCLASS: Great Fundraising**

**OPENING PLENARY: A New Ambition**

- **The Culture Of Storytelling**



## Roland Csáki

WWF International (HU)

Roland works with the WWF International's Global Development Center, a team responsible for developing individual and membership fundraising programs around the world. Previously, he was the senior consultant for Eastern Europe and Russia for the WWF Global Membership Initiative, communications and marketing director for WWF Hungary. He helped kick off fundraising programs in Poland, Russia, Hungary, Turkey, Romania, Bulgaria, Korea, Thailand and other countries. Roland also worked as a senior campaigner at Greenpeace and Outward Bound.

- **Raising Millennial Fundraisers**



## Clare Garey

Daryl Upsall & Associates (ES)

Clare is an International Fundraising Consultant with 16 years' experience and specialist fundraising knowledge across more than 30 countries. As Business Development Director at Daryl Upsall & Associates (DUA), she supports major international NPO clients and UN Agencies, as well as smaller and start-up organisations, with all aspects of their fundraising growth, from market assessments for fundraising expansion, to internal assessment and fundraising strategy development. Prior to joining DUA, Clare developed her professional career in the UK with Macmillan Cancer Support and in Australia with Mission Australia focusing on leadership giving. She is bilingual in English and Spanish and has lived and worked in Mexico, Colombia, France, Australia, the UK and now Spain.

- **World Tour Of Fundraising Innovation**



## Lucy Gower

Lucidity (GB)

Lucy is Founder and Director at Lucidity. She is an accomplished trainer, coach and consultant specialising in innovation. Lucy led the first innovation team at the UK children's charity the NSPCC and it was here that she realised that for change to happen you need a clear purpose, the best ideas, processes and technology, and most importantly you need the right people working together.

Since leaving the NSPCC in 2012 Lucy has worked with over 50 organisations including Amnesty International, Cystic Fibrosis Trust, Nesta, The Children's Society and Greenpeace to help their teams think more clearly and work together to get better results.

She is author of the best-selling book "The Innovation Workout" a blogger and conference speaker and often seen on Twitter (@lucyinnovation) – [www.lucidity.org.uk](http://www.lucidity.org.uk).

- **Innovation And Creativity With Confidence**
- **A Practical Guide To Storytelling**



## Žaneta Gregorová

Hnutí DUHA - Friends of the Earth Czech Republic (CZ)

Žaneta has been the Individual Fundraising Team Leader at Hnutí DUHA (Friends of the Earth Czech Republic) for two years. Providing donor services and building a retention strategy she leads a team of five to increase profit from individual donors by 15 % every year. She focuses on the content of campaigns, lead generation challenge, application of new methods and cooperation with other parts of the organization. Her passion is to represent the organization, speak about involving people and philanthropy and active members of the team. This year she became Vice-President for the Coalition for Easy Giving.

- **50,000 New Contacts In Three Weeks? Lead Generation Challenge Accepted!**





## 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 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.

- **The Golden Gifts Of Fundraising Or Resource Mobilisation**
- **Panel Discussion On Fundraising As A Profession**



## Pavel Hrica

Pontis Foundation (SK)

Pavel is a respected expert on corporate philanthropy and fundraising. He leads a team that covers managing of 26 corporate funds and corporate foundations in Slovakia, including Accenture, T-Com, Axa, Lenovo, Dell, Tesco. Companies consult with him on their CSR and giving strategies. He is a member of executive board of the Association of Corporate Foundations in Slovakia. Pavel helped successfully advocate for a unique tax designation model in Slovakia and started the Our Town project, one of the biggest employee volunteering events in Europe; a giving portal, Great Country; and the Forum on Corporate Philanthropy.

- **Values Led And Results Driven: How To Empower Your Team To Better Fundraising Performance**





## Jan Kroupa

Czech Fundraising Center (CZ)

Jan has 20 years of experience as a consultant, coach, 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 as a trustee on several boards of leading non-profits in the CEE region. Jan is a PhD student of ethics at Charles University, plays with the bands Vrtule 1, Sketa Fotr, and performs with the theater company Teatro Truhla.

- **Values Led And Results Driven:  
How To Empower Your Team To Better Fundraising Performance**



## Inés McCormick

SOS Children's Villages International (AT)

Inés is a strategic thinker and a passionate, committed hard worker. She has 18 years of experience in fundraising, marketing and communication, designing and developing fundraising and marketing strategies, tactics and planning. Inés' experience includes fund development, especially from individual donors and developing partnerships with companies. She is eager to take on new challenges, innovate and generate win-win deals, using various tools to mobilize resources and people in order to promote result-focused social change.

In 2010 after 13 years of working in different management positions in the corporate sector, Inés started her career in fundraising as Fundraising and Communications Director for SOS Children's Villages Argentina, her country of birth. It was love at first sight! Within two years she had managed to develop and implement a fundraising strategy mainly focusing on the individual giving segment. This strategy will make the Argentinian association self-sufficient by 2020.

In 2013 Inés got the opportunity to develop her international fundraising career as Individual Giving Advisor for SOS Children's Villages International. She works with seven potential markets, including Poland, Russia, Croatia, and seven challenging markets, including Bosnia and Northern Cyprus among others, facing and

resolving different challenges such as the absence of a culture of regular donations, lack of professionals in the field of fundraising and no payment system ready for regular payments. In the last three years, SOS managed to develop the committed giving segments in most of these 14 countries, with 497% growth in gross fundraising income from the committed giving segment between 2012 and 2017. After four successful years of passionate work, Inés was recently promoted to Head of Individual Giving.

- **Fundraising In Eastern Europe: Challenges And Opportunities Of A New Market**





## Martin Máša

Hnutí DUHA - Friends of the Earth Czech Republic (CZ)

Martin Máša is a new team member at Hnutí DUHA – Friends of the Earth Czech Republic. With previous experience in social NGOs he joined Hnutí DUHA as a coordinator of the Czech Wilderness communication campaign. He was about to start an ads campaign when Czech national parks came under threat. So he immediately started working on it and came up with a lot of new tools to get people involved in the campaign such as cooperation with musicians, actors, other NGOs, movie makers, medias or rallies attended by 500 people. Martin's incredible campaign made a huge impact.

- **50,000 New Contacts In Three Weeks? Lead Generation Challenge Accepted!**



## Tony Myers

Myers & Associates (CA)

Tony is a passionate enthusiast, fundraiser, consultant, strategist, author, speaker and coach who loves to raise money and help others be successful.

His life-time of experiences in raising money and working with organizations in transition have shaped his expertise as fundraiser and change-maker. His skills in strategic planning, board development, major gift fundraising and strategic planning have placed him in demand as a speaker and consultant around the world.

Ultimately, his spirited presentations will get you thinking, change your perspective and give you the confidence to pursue a world of abundance.

Tony is a well-known speaker and he delivered speeches at the most reputable events in fundraising globally.

### MASTERCLASS: Major Gifts & Major Campaigns: The Art And Science Of Success

- **Major Giving In The Balkans – Does It Work For Beginners?**
- **Tony's 10 Secrets Of Success In Fundraising**

### CLOSING PLENARY: Changing Our World – One Conversation At A Time



## Róbert Slovák

Goodeas (SK)

Róbert is co-founder and president of GOODEAS. For over 20 years, Róbert has dedicated his time to advertising and communication. Together with friends he founded the Respect APP advertising agency, was a president of ADC Slovakia for five years, and today is the president of KRAS (Slovak Association of Advertising Agencies). He has won numerous awards for advertising and design and has been a judge at several Slovak and international festivals. For a long time now he has devoted his attention to spreading goodvertising ideas, organizing workshops for marketing agencies, NGOs and students, and speaking at universities. He is a member of the self-regulatory presidium in the ethics body of the Advertising Council.

- **Why Goodvertising Matters And What We Can Do To Make It Global**





**Petra Švorcová**

Goodeas (SK)

Petra is co-founder and vice-president of GOODEAS. Previously a professional journalist and now also manager of KRAS (Slovak Association of Advertising Agencies), Petra is responsible for running the organization. She also manages competitions and events such as the Golden Nail, Cannes Lions Reps Events, Young Lions, Effie, Breakfast with an Ad, and the "Ethical tender" initiative. She has successfully organized a variety of local events collaborating with national and international partners such as ADCE Night in association with ADC Europe and Pioneers Unplugged Bratislava in cooperation with Pioneers.io – an international organization supporting start-ups.

- **Why Goodvertising Matters And What We Can Do To Make It Global**



**Tomáš Vyhnálek**

People in Need (CZ)

Tomáš is an Executive Fundraiser at People in Need (PIN), one of the largest Czech non-governmental organizations and the biggest humanitarian and development organization in Central Europe. After joining PIN in 1996 he spent 10 years providing relief and development aid in crisis regions across the globe. Since 2006 Tomáš has been responsible for PIN fundraising from private sources, gradually building up a team of 23 fundraisers who now raise 15 times more than when he took up his post. Last year, PIN raised €5.5 million from private sources with an astonishing return on investment (ROI) of 1:15.

Tomáš favours smart investments. He was behind the creation of the most successful charitable e-shop in the country and launched a fundraising campaign promoting legacies. He has also helped to establish an extremely successful phone call centre and is personally involved with major donors and donors pledging legacy gifts to PIN.

**MASTERCLASS: Ride A Tiger! How To Raise €5.5 Million A Year Without A Strategic Plan And Enjoy It**



**Maryna Yaroshchuk**

Techfugees (HU)

Maryna's career began in community fundraising in Ukraine twelve years ago, then moved on to coordinating fundraising strategies in Hungary and across the CEE region. This journey brought her to New York, where at the UNICEF global polio eradication program she was responsible for creating effective and engaging content for the donors of this emergency program. Maryna is currently leading the fundraising efforts of Terre des Hommes in Europe. She is also a Founder of the Techfugees chapter in Budapest, which brings together the efforts of the tech community, NGOs, business leaders and migrants who have been working on innovative solutions to help refugees.

- **VR For Fundraising: What Works And What Doesn't**



## Great Fundraising



### Alan Clayton

Alan Clayton Associates (GB)

'Great Fundraising' is defined as large-scale income growth – increasing your income and impact by two, three or four times over a period of years. This masterclass is an outstanding opportunity to learn the cultures, behaviours and leadership required for your organisation to achieve great fundraising and grow your organisation and income significantly.

### The Great Fundraising Masterclass is created from the following sources:

- The Great Fundraising Research & Report from professors Sargeant and Shang.
- Observation of over 320 case studies of Great Fundraising organisations worldwide.
- Consultants' experience of over twenty five years in fundraising.

### Learning outcomes

- The outcomes of the Great Fundraising research and report.
- Interpretations of the research and report and their application to real case studies.
- How others have managed to achieve great fundraising.
- How to understand donors' needs.
- How Great Fundraising can drive your organisation's mission, and vice versa.
- How to unite organisations behind and help them become proud of their fundraising.
- How to generate investment in fundraising, and what this investment can achieve.
- How your leadership and inspiration drives fundraising performance.
- To support a continuous learning culture as the secret to innovation and growth.
- To find the single proposition that unites and drives your organisation.
- How to make decisions on the brand, proposition and messaging that drives great fundraising.
- How to have a whole-organisation-fundraising culture.
- How to get all departments to support fundraising.
- How to focus your fundraising and stand out in a crowded market.
- Plus a whole lot more...

### Learning styles

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies, with particular reference to the Great Fundraising Report which you can download from [www.alanclayton.co.uk](http://www.alanclayton.co.uk). Attending this in-depth, exclusive masterclass will leave you with a list of 'must-do' actions to be implemented immediately on your return. The learning style is layered-design learning. This mixes lectures, case studies with group-work and hands on 'learn by doing' exercises. It is just as apt for a person to attend on their own as part of a group.

### Who should attend?

You may be a fundraiser, but you are definitely a leader. This seminar is for chief executives, executive team members, trustees, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.



## Major Gifts & Major Campaigns: The Art And Science Of Success



### Tony Myers

Myers & Associates (CA)

After almost 20 years of doing major gifts and major donor campaigns, at home and abroad, Tony Myers is more dedicated than

ever to the concept of the Disciplined Campaign®.

His motto: "Do it once, do it right" echoes in the ears of fundraisers on five continents. He has found success among those who practice both the "art and science" of major gifts and major donor campaigns.

### Part 1: The Science and Discipline of a "Systems Approach"

Most of us have heard about those huge multi-million dollar gifts that "other" charities get – news stories followed by questions from our bosses asking why we didn't get "that" gift. Behind the news stories of huge gifts are the stories of disciplined activity. They are stories of focused efforts. They are stories of hard work, diligence and persistence, but more than anything they are stories based on a "systems approach" – and yes, sometimes luck.

Join Tony Myers as he shares with you the full systems approach to major donor fundraising and major campaigns and why it has worked for charities around the world.

#### Learning outcomes:

- Determine if your organization is ready for major gifts and major campaigns,
- Learn about the science and discipline of a systems approach,
- Discover the unique characteristics of a variety of different kinds of major donor campaigns.

### Part 2: The Art and Craft of Major Donor Success

You can have the best systems in the world, but if you can't get along with folks, if you can't talk to your own colleagues, and if you can't have deep and meaningful conversations with major donors, then it is going to be very difficult to get a major gift.

Join Tony Myers for this equally important session on the "Art of the Major Donor Conversations" and how those conversations can work for you.

#### Learning outcomes:

- Identify the number one mistake NGOs make in major donor conversations,
- Learn how to have the 3 critical INTERNAL conversations you need to be successful in major gift fundraising,
- Explore the 3 critical EXTERNAL conversations you need to have to be successful,
- Learn how to get the resources you need,
- Consider three ways you can get started tomorrow.

## Ride A Tiger! How To Raise €5.5 Million A Year Without A Strategic Plan And Enjoy It



### Tomáš Vyhnálek

People in Need (CZ)

I love fundraising. I once told a friend: "It's like riding on the back of a falling tiger. Or surfing a big wave." There are countless opportunities for fundraisers in the CEE region compared to overcrowded western fundraising markets and it's down to each of us to catch the right wave or the right tiger.

Last year, People in Need (PIN) raised €5.5 million from private sources with a return on investment (ROI) of 1:15. The backbone of PIN fundraising are regular donors, donor recruitment and donor care – and the organization keeps growing every year. In 10 years, the amount of regular donors has grown from 1,800 to 23,000 and this year the organization expects to receive €3 million in regular donations.

During this interactive masterclass Tomáš will share with you the key elements behind this remarkable success. He will show you several campaigns that have been run by People in Need and talk about their donor cycle and successful lead generation. Tomáš will also discuss their work with major donors and in the field of legacy giving and explain why the organisation does not have a strategic plan. He will also identify potential obstacles to you being successful and together you will try to find solutions to omnipresent problems.

Come and take part in this inspiring masterclass full of information and experience sharing. Learn from great fundraisers in our region and together explore the market opportunities that lie ahead of you and discover the recipe for your own success.

#### Learning outcomes:

- You will be shown the overall approach taken by one of the most successful fundraising teams in the Czech Republic and CEE,
- Most successful fundraising methods and techniques in this field,
- New ideas to improve your fundraising.

#### This masterclass is mainly designed for:

- Beginner fundraisers,
- Leaders of fundraising teams,
- Fundraising experts who want to grow.

# CEE Leaders of Tomorrow 22–27 October 2017



## Grow the leader you always wanted to be!



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A unique 12-month program  
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## OPENING PLENARY

### A New Ambition



**Alan Clayton**

Alan Clayton Associates (GB)

How big is thinking big? When Alan's team researched the Great Fundraising Organisations, one of the key ingredients of success was identified as an emotionally powerful New Ambition. This big idea was essential to unite the organisation, create a fundraising culture and focus and drive powerful fundraising communications.

In this opening plenary, Alan will show the outcomes of the research, demonstrate what makes a successful New Ambition and give you tips on how to find yours.

#### Key learning outcomes will include:

- That a new ambition is the 'big idea' which drives organisation wide growth.
- That there are precise success criteria for what ideas work, and what these criteria are.
- Understanding of a process to find, create and gain unity around your big idea.

This opening plenary is designed for everyone.

## CLOSING PLENARY

### Changing Our World – One Conversation At A Time



**Tony Myers**

Myers & Associates (CA)

We live in a connected world. We are more connected by technology, than at any other time in our history.

Yet we're losing the human touch. We are losing our connection with each other. We are losing our connection with our friends, our families, our donors and even our politicians. Conversations with

others are now diminished to 140 characters. Facebook is the standard. Television "sound bites" are directing global politics.

The NGO sector in Central and Eastern Europe and around the world, will not survive on sound bites. It will not survive on Facebook posts alone. We need conversation to survive and thrive.

As our connected world becomes disillusioned and divided by fear and hostile threats from our leaders, the NGO sector has an important role to play in renewing and reintroducing the art of conversation.

Tony Myers has spoken and worked on 5 continents around the world. For the past decade, he has concentrated his work in Central and Eastern Europe. Join Tony as he explores the reinventing the art of conversation and its role in fundraising and rebuilding civil society in the region.



Getting your message across

## A Practical Guide To Storytelling



**Lucy Gower**

Lucidity (GB)

Whatever discipline of fundraiser you are, storytelling is your most powerful communication tool. Stories connect us emotionally. We remember more information communicated through story. It's no wonder it's so effective, storytelling is in our DNA; our ancestors communicated and learned through the stories that they passed down from generation to generation.

We are natural born storytellers, yet sometimes in our professional fundraising environment we forget the importance of our innate skill of storytelling. Stories connect us to the importance of the causes we fundraise for, they connect and inspire our supporters to give. In a competitive environment where we are bombarded by thousands of messages every waking minute of every day our ability to tell stories that make us stand out, connect us to others and make us memorable might be the difference between fundraising success and failure.

This is a practical workshop where delegates get to practice and improve their storytelling skills.

### Learning outcomes:

- Practiced developing and telling your stories,
- Confidence to tell your stories with passion and conviction,
- Practical tips for perfecting your storytelling skills,
- Enjoyed yourself.

### This practical workshop is mainly designed for:

- Any fundraiser who wants to improve their storytelling skills.
- It is particularly relevant to delegates who have attended Alan Clayton's Culture Of Storytelling workshop.

Getting your message across

## Anatomy Of A Case Statement



**Eva Aldrich**

CFRE International (US)

Strong case statements are vital for fundraising because they concisely articulate how our organizations plan to accomplish their goals and the resources needed. But what exactly is a case statement? How do you write a compelling case statement? What are its elements? And how can your organization use a case statement to help raise funds? This session shows how one small organization created the case statement for a successful capital campaign — and shows how you can follow the same steps to create a winning case statement that will help your organization raise the funds it needs.

### Learning outcomes:

- Identify the elements of a case statement.
- Articulate how case statements can be used to help raise funds.
- Understand the process for creating a case statement for your own organization.

### This workshop is designed for everyone.

Fundraising from the many • Rethinking strategy

## Fundraising In Eastern Europe: Challenges And Opportunities Of A New Market



**Inés McCormick**

SOS Children's Villages International (AT)

While most international organizations have a centralised strategy and are focused on the development of countries with high ROI, such as India, China, USA and Indonesia, SOS is focused on the sustainability of every national association in the world. Among other regions, Eastern Europe has been investing in the committed giving segment over the last 4 years and we can already see the fruits of this.

This session will give all attendees a much better in-depth understanding of how SOS Children's Villages have managed to increase the number of individual donors in the last four years

in the Eastern European market by 400%. It will provide practical insights on what cultivation and fundraising tools have worked for us in our region. Participants will benefit from a wealth of information deriving from practical experience in developing the committed giving segment in the region.

### Learning outcomes:

- An in-depth understanding of the fundraising environment in Eastern Europe,
- Practical tips on fundraising in this region,
- Overview of the top markets in the region with main KPIs.

### This workshop is mainly designed for:

- Everyone interested to learn more about CEE fundraising markets.

Rethinking strategy

## How To Shape Your Fundraising! The Ultimate Fundraising Fitness Workshop!



**Alex Buchinger**

abc-fundraising (AT)

Let's have a powerful 90 minutes to strengthen and develop your fundraising fitness, starting with a little test to find out

how fit your fundraising is!

After that you will get 7 exercise tips for your Fundraising Fitness Programme – from warm-ups to stretching, from power to endurance!

### Learning outcomes:

- The key elements for fundraising success (story, goals, strategy, planning, board members etc.).
- Get a picture of your NGO's fundraising fitness and exercises to start, strengthen and improve your fundraising programme.

### This workshop is mainly designed for:

- Anyone who wants to start, improve or strengthen their fundraising programme.

## Rethinking strategy

**Innovation And Creativity With Confidence****Lucy Gower**

Lucidity (GB)

Innovation seems to mean something different depending on who you ask, so it's no wonder so many organisations struggle with how to innovate with confidence. For charities, innovation is a survival strategy. It is not just the realm of green bean bags and whacky ideas, it is about solving strategic problems, spotting opportunities and making good ideas happen to maximize your income and impact.

In this workshop you will learn proven innovation tactics from successful companies, entrepreneurs and charities. You will leave with a set of tools to build your innovation skills, including identifying where to focus your ideas, how to develop your personal creativity, build your resilience and manage expectations – because the simple fact is that not all of your ideas will be successful.

**Learning outcomes:**

- How to take a strategic approach to innovation and problem solving.
- Practiced ways to develop your own personal creativity.
- Learned proven ways to build a culture of innovation with your team.
- Have a strategy to get the ideas with most potential to market.

**This workshop is mainly designed for:**

- Any fundraiser who wants to be more strategic, more creative and raise more money.

## Fundraising from the few

**Major Giving In The Balkans – Does It Work For Beginners?****Tony Myers**

Myers &amp; Associates (CA)

**Tanja Bjelanović**

Trag Foundation (RS)

Was it irrational or courageous to start major giving campaign for the first Endowment fund in civil society in Serbia? Having been dependent on international project funding for decades, civil society organizations in the Western Balkans are pioneers in fundraising. They are also still facing difficulties in political and economic context, and huge lack of trust by general public.

If and how can we shift to local support in these circumstances to build our sustainability and independence? When is the right time for an organization to start new fundraising concepts? How do we contextualize Anglo-Saxon models in an environment with yet immature philanthropic community? How do we transfer our mistakes into learning points for our organization and our community? How do we grow our organization and build trust with major donor community?

Trag Foundation will share its case openly to inspire conversation on all these issues.

**Learning outcomes:**

- The musts before introducing major giving campaign in your organization.
- Common prejudices and mistakes of beginners.
- How to avoid losing the track in major giving campaign.
- How to deal with inactive volunteers.

**This workshop is mainly designed for:**

- Civil society organizations interested in major giving.

## Leading and managing

**Panel Discussion On Fundraising As A Profession****Jolan van Herwaarden**

College of Change (NL)

Fundraising is crucial to the success of an NGO and most of us are changemakers and enablers for our cause. In most countries, our profession is not seen as an academic achievement but rather a necessary evil to fund a good cause. Governments and the business sector could support our work and see us as allies to help make civil society work for everyone in society. In this panel discussion we will explore the opportunities and possibilities of working towards establishing Fundraising as a real profession, looking at education, laws and rules that might support or hinder our work, career opportunities, the ethics of our profession, salaries and policies. Most importantly, we will have seasoned Fundraisers from different countries on the panel so we can get a sense of what happens in other cultures and states.

A panel chaired by Jolan, who has more than 20 years of fundraising experience under her belt, and including people from at least four different countries will discuss the topic. There will be ample opportunity for you to interact and ask questions, offer your suggestions and bounce around some weird and wonderful ideas. Time will be allotted for all panel members to talk about their own situation but the floor is mainly yours; let's see what we can do to get fundraising recognised as an academic and well-respected profession.

**Learning outcomes:**

Delegates will have the opportunity to fully advance their thinking about their profession and career:

- Be proud to be a fundraiser,
- Understand the opportunities and limitations of the job,
- Learn from international examples,
- Discuss the ethical side of fundraising,
- Support from and for other fundraisers, being part of a fundraising community,
- Deepen knowledge of the political aspect of our work and how to partner with policy makers to advance our work.

**This discussion is primarily designed for:**

- Fundraisers at all levels including senior management.

## Leading and managing

### Raising Millennial Fundraisers



#### Roland Csáki

WWF International (HU)

Building a “creative team” that comes up with taglines and visuals and ideas that other people (clients) pay for is quite like building a “fundraiser team” that other people (donors) give money to. Team members need to understand people as “consumers and audiences and donors” and how they respond to messages. They need to be motivated, and they need to truly, passionately believe in what they do. To build and sustain a successful team, leaders must spark that fire in their belly.

But that’s not always so easy when you’re trying to build a young team of “modern zealots.” Today’s millennial workforce can be a distracted bunch. And hard-headed. But that’s a good thing – if you know how to harness it. A changing world means that we need to rethink the status quo and how organisations connect with their donors and supporters. These talented young people are great at figuring things out. There’s a new human insight somewhere that the social impact sector hasn’t dug out yet. Building a team of millennials means letting them know they might just be the ones to discover it.

#### Learning outcomes:

- Understand what motivates younger fundraisers,
- Apply a new set of incentives for partners and associates,
- Keeping a system running on “intangibles”.

#### This workshop is mainly designed for:

- Directors, managers, team leaders and anyone working with people.

## Getting your message across

### The Culture Of Storytelling



#### Alan Clayton

Alan Clayton Associates (GB)

Before an organisation can become a Great Fundraising Organisation, it is essential that it has a whole-organisation fundraising culture. Without support and excellent service from other

departments, the fundraising team cannot thrive. The key cultural ability that needs to be taught to non-fundraising staff is storytelling. In this workshop, Alan will talk through what makes a great fundraising story, how to write one and tell one, and, most importantly, how to teach others.

#### Learning outcomes:

- That story-telling is a crucial skill that the whole organisation must develop to support fundraising.
- What kind of stories work for fundraising, and what don’t.
- How to create a great fundraising story, and how to tell it.
- How to teach non-fundraisers how to find and create stories for fundraisers.

#### This workshop is mainly designed for:

- Everyone – from the receptionist to the general secretary ☺

## Rethinking strategy

### The Golden Gifts Of Fundraising Or Resource Mobilisation



#### Jolan van Herwaarden

College of Change (NL)

Yes, of course, money is an important part of fundraising, but mobilising resources can be about so much more than money. In this workshop we look at the target audience you can draw support from and all the different resources your organisations might need, including, but not exclusively, money.

Building a relationship with your donor is crucial to a long and generous bond. So part of building that relationship is showing your need and asking your donor to respond with a gift. That could be a one-off financial donation, but there are other gifts you could ask them for, such as advocating for you, opening up their network and introducing you, buying a product with your name and logo on it, organising an event and fundraising for you, becoming a regular donor or giving a product or providing their time as a volunteer. All these Golden Gifts enhance your donor relationships and build an ‘Army of Lovers’ rather than ‘just’ people who give you money.

We will look at the theory behind this, illustrated by a few practical (inter)national examples of Golden Gifts.

#### Learning outcomes:

- Learn what Golden Gifts really are and how your organisations could benefit from them.
- Understand donor motivation and building strong, sustainable donor relationships.
- See what things could make a Golden Gift for your organisation and leave with a handful of inspirational ideas.

#### This workshop is mainly designed for:

- Middle Managers, i.e. Fundraising Managers or Heads of Fundraising,
- NGO Directors or CEOs.

## Fundraising from the many • Getting your message across

### The Word Is Not Enough – How To Design Truly Emotional And Moving Direct Mailing?



#### Ewelina Bocian

Ewelina Bocian Design (PL)

The first impression is what makes people decide on whether to open your letter or not. No matter how moving your story is, you have to present it in a convincing way. Learn to express more with better design.

#### Learning outcomes:

Attending this workshop you will:

- Get the list of FORGET ME NOT\_RULES in Direct Mailing design.
- Work on emotionally diversified examples to understand factors influencing our perception.
- Find out which solutions may suit your NGO’s story best.

#### This workshop is mainly designed for:

- Every NGO that wants to build or improve design of Direct Mailing campaigns (both beginners and advanced fundraisers are welcome).



## Fundraising from the few • Fundraising from the many



## Tony's 10 Secrets Of Success In Fundraising

### Tony Myers

Myers & Associates (CA)

Raising money from people, corporations and governments is hard work. For 20 years Tony Myers has been helping organizations raise more money from people, corporations and governments in 5 continents around the world. He has had some great success, and some great failures. And he wants to share both with you because in the process of doing his work, he has learned the hard way some very important lessons. Join Tony as he shares with you his passion and love for fundraising and philanthropy, by sharing with you his secrets of success.

#### Learning outcomes:

- Learn from experience how you too, can be successful,
- Find out how you too, can move ahead in your career,
- Identify those things you are now doing that will help you help others,
- Share your success experiences with colleagues.

#### This workshop is mainly designed for:

- Those who want to compare their successes with that of others,
- Those who are new to the profession of fundraising,
- Those who have been around for a long time.

## Leading and managing

## Values Led And Results Driven: How To Empower Your Team To Better Fundraising Performance



### Jan Kroupa

Czech Fundraising Center (CZ) Pontis Foundation (SK)

"As we look ahead into the next century, leaders will be those who empower others." – Bill Gates.

Great quote ... but how do you actually empower others? How do you achieve alignment and get better fundraising results? Over the last five years, working with dozens of charities and non-profit leaders in the region, we have devised and tested a unique methodology of how to identify and align core organizational values and fundraising teams, and turn them into specific action criteria to get better results and achieve greater impact. Join our highly interactive workshop that will take you step by step through the process and methodology that builds a values alignment with team, and generates a better work environment and yields better results.

#### Learning outcomes:

- Identify and align core values of your organization and team.
- Translate your values into action criteria.
- Understand how to better empower your team to achieve better results.

#### This workshop is mainly designed for:

- CEOs, Development Directors, Board Members.
- Everyone who needs to lead and motivate fundraising teams.



### Pavel Hrica

## Getting your message across

## VR For Fundraising: What Works And What Doesn't



### Maryna Yaroshchuk

Techfugees (HU)

After UNICEF successfully tested the VR film 'Clouds Over Sidra' for F2F fundraising, many NGOs jumped on the bandwagon. In the CEE region, in December UNICEF Hungary experimented with the 5 minute-long VR video 'You are there: On the road to making polio history'. In this workshop I can share first hand observations of what worked and what didn't when UNICEF and other charities used VR content.

#### Learning outcomes:

- Learn how to train fundraisers to use VR.
- Find out which content works the best and how to learn from mistakes of early adopters.

#### This workshop is mainly designed for individuals.

## Rethinking strategy

## What's Hot, What's New! Trends That Influence Your Fundraising!



### Alex Buchinger

abc-fundraising (AT)

Virtual Reality, 360° Videos, Generation Z, Permanent Selfie, One-Click Payment, Online Donation Boxes, Social Entrepreneurship etc... far away or already part of your fundraising!

10 Trends you can't ignore if you want to make your fundraising fit for the future!

Enjoy this interactive workshop and don't forget to bring your mobile phone!

#### Learning outcomes:

- How technical and social trends affect fundraising.
- Tips on how to implement or use these trends to make your fundraising a success.

#### This workshop is mainly designed for:

- Anyone who wants to make fundraising fit for the future.

Getting your message across

## Why Goodvertising Matters And What We Can Do To Make It Global



**Róbert Slovák**

Goodeas (SK)



**Petra Švorcová**

Goodeas (SK)

Every day, throughout the world, lots of non-profit advertising campaigns and marketing ideas with a social cause are born. These ideas help protect the environment, help people, or raise people's living standards. The best ones win awards. Why shouldn't an idea that worked really well in one country have the same beneficial outcome in another? At GOODEAS we're convinced that the best ideas should be spread so they can help all over the world. Now you can be part of this too.

The GOODEAS database is produced for NGOs, social projects, or socially-beneficial activities so they can be used further and shared. For organisations that want to spread social good through campaigns focusing on Humanity, Health, Diversity, Poverty, Education, Environment, and Human Rights, GOODEAS can provide them with dozens of ideas. They can choose an idea and the people behind that idea will help implement it in the country where the organisation operates. At the same time, the people behind that idea are helping to realise it in another country and come up with new ideas which can be shared. The aim of the database is to bring the people behind the ideas together with those realising them in different countries, and give them legal, consultative, and financial support through partnerships with commercial and public organizations. (More at [www.goodeas.org](http://www.goodeas.org)).

### Learning outcomes:

NGOs will learn that they can find the greatest marketing ideas in the world in one place while clients can discover new ways to communicate their corporate social responsibility in their PR activities.

- Learn how to stay open-minded and find out how to use the power of creativity as a force for change and good,

- Learn how to focus on topics such as diversity, humanity, poverty, human rights, environment, health and education in brand communication and advertising,
- Learn how to adapt the best non-profit campaigns in different countries and create new ones to be shared.

### This workshop is mainly designed for:

Non-profit organizations, which

- Need to communicate,
- Need advertising and PR campaigns.

Rethinking strategy • Fundraising from the many

## World Tour Of Fundraising Innovation



**Clare Garey**

Daryl Upsall & Associates (ES)

Hands on research into fundraising across more than 40 markets has uncovered great examples of best practice from all corners of the globe. Join us for this world tour of fundraising innovation and take away ideas to apply in your own market(s) or programmes, with their own local twist, of course!

### Learning outcomes:

- Ideas for new ways to reach donors.
- Ideas for ways to improve the effectiveness of your current channels.

### This workshop is mainly designed for:

- Individual Giving Managers,
- Fundraising Directors.

Fundraising from the many

## 50,000 New Contacts In Three Weeks? Lead Generation Challenge Accepted!



**Žaneta Gregorová**

Hnutí DUHA – Friends of the Earth Czech Republic (CZ)



**Martin Máša**

Hnutí DUHA – Friends of the Earth Czech Republic (CZ)

Hnutí DUHA – Friends of the Earth Czech Republic started a huge mobilization to save wild nature in Czech national parks. We offered people an easy way to get involved through a website and make a donation. It was a great experience because the cooperation of communications and fundraising department brought more than we expected. Just because the system was well built.

### Learning outcomes:

- How to involve people in your campaign thanks to new promotional tools.
- How to explain why recurring donating is the best way to support a campaign.

### This workshop is mainly designed for:

- People responsible for acquisition of new contacts.





**Slovak  
Fundraising  
Centre**

The Slovak Fundraising Centre offers training and consulting services to help you develop your successful fundraising.



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### **Vision**

Fundraising as a respected and trusted profession that helps make the world a better place to live.

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### **Mission**

To develop professional-level raising of funds and financing of publicly and privately beneficial activities, non-governmental organizations, public and private institutions, and civic initiatives in Slovakia and internationally.

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### **Activities**

We support our members and the wider community of fundraisers by:

- Improving understanding of fundraising
- Encouraging fundraisers to be the best they can be
- Creating a better environment for fundraisers to raise funds.

10 – 13 Oct 2017

Bratislava | SK

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