



Stephen George

Good Leaders (GB)

Six Critical Building Blocks To Transform Your Legacy Programme For Future Fundraising Success

Masterclass

Speaker: **Stephen George** Good Leaders (GB)

Date: **Tuesday 9 October 2018** – 14:30-18:00

Venue: Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**

14:30-16:00 >> **Part 1**

16:00-16:30 >> **Coffee Break**

16:30-18:00 >> **Part 2**

The biggest opportunity for every charity is right here, right now: Legacies. This masterclass will give you the tools you need to build a new transformational legacy strategy from the bottom up and the top down. Based on marketing through influence, and with a story driven, donor led approach and using campaign examples, this focuses on the six critical building blocks to develop strategy for any charity, whatever size. Using this framework, the masterclass will showcase ways to build a strategy and approach that everyone can engage in. Covering, strategy, approach, culture, inspiration, ways to measure and how to nurture long term relationships.

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Learning outcomes:

- A framework and the tools to build a strategy.
- Insight and understanding about legacies.
- Ability to engage and reach others.
- How to build a culture

Who should attend:

All fundraisers

Stephen George is founder of Good Leaders, a fundraising and leadership coaching consultancy, specialising in helping charity leaders be better leaders and raise more money. He has over 30 years' all round fundraising experience at all levels in the UK and internationally with organisations such as NSPCC, UNICEF, RNIB, Action on Hearing Loss, Maggie's and Scope. Stephen is an international speaker, writer, and podcaster. He has worked on the Full Stop appeal that raised over £250 million, has developed a global legacies strategy for international NGOs, was Development Director for Legacies at the NSPCC, chairman of Remember a Charity, a UK consortium promoting gifts in wills, and a former vice chairman of the Institute of Fundraising in the United Kingdom.



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