



CEE FUNDRAISING  
CONFERENCE

9 – 11 Oct 2018  
Bratislava | SK

# FUNDRAISING IN A WORLD OF BIG DATA

[www.ceefundraising.org](http://www.ceefundraising.org)

#CEEFC

Tuesday 9 October 2018

## Masterclasses

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

Wednesday 10 October 2018

## CEE Conference

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

Thursday 11 October 2018

- 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 E. Aldrich is President and CEO of CFRE International, the globally-recognised voluntary certification for fundraising professionals. The Certified Fund Raising Executive (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 at 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.

- **Engaging Boards In Fundraising**



**Nick Allen**

Open America (US)

Nick was one of the founders of digital fundraising through his agency Donordigital which helped launch online fundraising programs for UNICEF USA, UNICEF Geneva, UNHCR, Amnesty USA and Amnesty International, Human Rights Campaign, the American Red Cross, the Humane Society of the U.S. and many others. Nick has helped organisations raise over USD \$100m. Today Nick is founder and president of Open America, which uses mobile, digital, face to face and other channels to raise money for UNICEF USA, Humane Society of the United States, WWF US, and the American Civil Liberties Union (ACLU). As a regular masterclass leader at the International Fundraising Conference in the Netherlands, Nick worked with Marcelo Iniarra to start Innovation Camp at IFC. He lives in Los Angeles but travels widely for clients, conferences, and fun.

**MASTERCLASS: Making Mobile Work For Fundraising**

- **Testing 1-2-3**
- **Facebook For Fundraising And Advocacy**



**Nikki Bell**

British Heart Foundation (GB)

Nikki is the British Heart Foundation's award winning fundraising relationship manager. After joining the charity sector as the face to face and individual giving manager at St Oswald's Hospice, Nikki now works within community fundraising for the BHF, as well as leading the exciting rebrand project for their fundraising activity. With over eight years experience in telephone, door to door, community, corporate and volunteer fundraising, Nikki blends these recruitment and fundraising methods to deliver a wonderful (and successful!) supporter experience.

Described as the 'epitome of donor love in the UK', she champions, uses, and doesn't shut up about the importance of those human-to-human and thoughtful interactions that make supporters say 'YES!'; and continues to seek new ways to wow donors through innovation, personality and every day digital tools. Nikki is also member of the North East Institute of Fundraising Committee and organises the North East Fundraising Conference. [www.charitynikki.blog](http://www.charitynikki.blog)

- **What Fundraisers Can Learn From Tinder**



## Katalin Kovácsné Béres

SOS Children's Villages International (HU)

Katalin graduated as an economist and also holds a diploma in communication for electronic media. She has 15 years of retail sales and marketing experience at multinational companies (Shell, Unilever, Sara Lee) and 7 years of fundraising experience at an INGO. She is an expert in developing and stewarding partnerships, marketing / cause-related co-operation, customer programmes, loyalty schemes and regional projects. Katalin is a natural leader, a certified business and life coach, and is experienced in leading and / or advising virtual, international teams and expert networks.

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

- **New Ecosystem: Consistency And Co-Creation – Grow Your Corporate Fundraising And Partnerships Systematically And Sustainably!**



## Jitty van Doodewaerd

DMCC Netherlands (NL)

Jitty is Compliance Consultant at DMCC Netherlands. She participated in the Big Data Expert Group of the Dutch Ministry of Economic Affairs. In her previous job, she was responsible for public affairs at the Dutch Marketing Trade Association and a member of the Legal Affairs Committee of the Federation for European Direct and Interactive Marketing (FEDMA) and the Privacy Commission of VNO-NCW.

- **Fundraising After GDPR: Rules, Risks And Opportunities**



## Aroon Dougan

THINK Digital (GB)

Aroon has worked in fundraising and marketing for a range of non-profit organisations over the past 12 years from conservation to medical research to international development. She has vast experience, both at a hands-on level, leading on fundraising campaigns across a range of channels and audiences, and at a strategic level. In the five years prior to joining THINK Digital, Aroon specialised in digital fundraising and strategy, and her last role in the non-profit sector was as Chief Executive of a crowdfunding charity in London. Aroon joined THINK Digital as Strategy Director in January 2016, and provides both strategic consultancy and project management services to a range of NGOs and INGOs, as well as running all things operational for THINK Digital. In her 'spare' time, Aroon enjoys travelling, reading, cooking, dancing (albeit not very well), and interior design. If you want your bathroom redesigned, ask to check out her portfolio from Chelsea School of Art!

### **MASTERCLASS: The Digital Campaign Hot House: 48 Hours To Build The Most Awesome Digital Campaign The World Has Ever Seen**

- **Direct Marketing To The Max... What Does It Take To Succeed In The Digital World?**



## Evgeniia Filippova

WU Vienna University of Economics and Business Administration (AT)

Evgeniia is a senior scientist at the Interdisciplinary Research Institute for Crypto-economics at WU Vienna University of Economics and Business Administration. In her role, she coordinates research activities in the field of crypto-economics, delivers interdisciplinary lectures entitled "FinTech & Blockchain Lab" and is active in research on Blockchain-based business models.

Evgeniia was previously a researcher with the Marie-Curie Project STREAM, Smart Sensor Technologies and Training for Radiation Enhanced Applications and Measurements, responsible for analyzing STREAM technologies with regards to their potential commercial applications and supporting scientists from CERN, CIS, TU Berlin, AMS, etc. in transforming their research results into successful business models.

She holds a Master's Degree in Economics from Friedrich-Schiller University of Jena and a Degree in Finance from St. Petersburg University for Economics and Finance. She speaks four languages fluently.

- **Blockchain: Opportunities For Non-Profit Organizations**



## Stephen George

Good Leaders (GB)

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.

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

**PLENARY: Become A Great Fundraising Leader**

- **Finding Purpose And Story In You And Your Fundraising**
- **How To Build And Lead A Great Fundraising Team**





## Martin Humpolec

CRM For Non-Profits (CZ)

Martin has 20 years of experience with the implementation of tailor-made information systems in both large and small companies, mainly in the fields of CRM and DMS, including follow-up to ensure optimal use of these processes. In the last five years he has used his extensive experience in the implementation of the Salesforce.com system in non-profit organisations. His knowledge of IT, CRM principles and marketing have proved to be an excellent combination to improve and optimize communication between non-profit organisations and their donors.

- **Big Data Is Here, How Can It Help You?**



## Björn Lampe

betterplace.org (DE)

Björn is the CEO of betterplace.org, Germany's largest non-profit donation platform. He studied politics and worked for several NGOs (e.g. Make Poverty History and the Jubilee Debt Campaign) before joining Betterplace in Berlin. He was an early internet adopter (he was "on the net" in 1992) and strongly believes in its ability to be a catalyst for social change.

- **The Future In Digital Fundraising: Where Will It Help, What Do We Have To Be Aware Of?**



## Jason Potts

THINK Digital (GB)

Jason has worked in digital media in the international non-profit sector for over 20 years. After starting his career in the publishing sector, he moved to Burnett Associates where he worked on some of the first ever global digital fundraising strategies and programmes for non-profits such as Greenpeace, Amnesty International and UNICEF. Since then he's worked on projects ranging from cultural change driven by digital channels, to an iPhone app that highlights the symptoms of meningitis and has developed digital strategies with INGOs in pretty much every part of the world.

In 2012, Jason set up THINK Digital and continues to deliver both strategic and campaign-specific projects for a range of INGOs, helping them to drive growth and embed digital thinking and channels within their organisations. Some of the clients Jason has been proud to work directly with in the past five years are Amnesty International, UNHCR, IRC, the National Trust, Christian Aid, and the British Library.





## Simon Scriver

ChangeFundraising.com (IE)

Jason is widely recognised as an innovative and pioneering contributor to the development of digital thinking and channels in the non-profit sector and continues to inspire and lead the way. He is a regular speaker at international fundraising conferences and presents at numerous national fundraising conferences and at the skillshares of many leading INGOs on the impact digital thinking and channels have on non-profit causes in terms of the way they engage, communicate and raise funds. When he's not working on digital strategy and campaigns, Jason enjoys playing golf (although not very well; self admitted) cooking, watching sport, and travelling.

### **MASTERCLASS: The Digital Campaign Hot House: 48 Hours To Build The Most Awesome Digital Campaign The World Has Ever Seen**

- **Direct Marketing To The Max... What Does It Take To Succeed In The Digital World?**



## Simon Scriver

ChangeFundraising.com (IE)

Simon is a professional fundraising consultant, coach, trainer, board member and practitioner. He received Fundraising Ireland's "Small Budget, Big Impact" award in 2016 and has previously won Supplier of the Year, Eircom's Start-up Award and the Toastmasters UK & Ireland International Speech Contest. A board member of a small nonprofit, Making Connections, he also sits on the advisory panel of Rogare, the international fundraising think tank, and is a member of the Institute of Fundraising and the AFP. Simon also offers consultancy to some of the biggest and smallest charities in Ireland and abroad. He offers advice and training to non-profits to make their fundraising more cost-effective, speaking regularly at international conferences. He is the only person in Ireland with a CFRE, a Diploma in Fundraising and a Certificate in Fundraising.

### **MASTERCLASS: Donor Love – What Are Your Donors Going Through?**

#### **PLENARY: Fundraising Is A Lonely Hunter**

- **Small Budget, Big Impact**
- **Better Public Speaking For Good**



## Jan Uekermann

RaiseNow (DE)

Jan helps organisations reach their fundraising goals, focusing on major gifts and digital fundraising. Jan has worked as project manager with Swissfundraising, the Swiss fundraising association, and is now Head of Communication at RaiseNow, a digital toolset that supports ambitious fundraisers in growing their online fundraising. In 2012 he co-founded the Major Giving Institute, offering a qualification program for major gift fundraising. Jan is an author, (video-) blogger and member of the advisory board at the German Fundraising Association.

- **{Digital} Donor Journey – How To Take Your Donors On Journeys They Will Love!**
- **Everyone Can Be An Inspiration**



## Miroslav Umlauf

Avast (CZ)

Miroslav is Director of Business Intelligence at Avast, a global leader in consumer cybersecurity with over 435 million users around the world. Avast offers advanced products that protect people from online threats. A digital company from its outset, Avast not only innovates in terms of products, but also in the way it creates value greater than profit by supporting good causes and through the expertise of its employees.

Miroslav has spent more than 10 years delivering strategic data projects and making sense of data for business people. As a tutor and frequent speaker, he also helps people from non-digital companies upgrade their skills and become truly interested and excited about data and analytics.

- **Going Digital? Become Truly Data Driven!**



## Viki Ward

British Youth Council (GB)

Viki started her fundraising career in 2011 in the world of alumni fundraising. In what she describes as a 'crash course' in how to do individual fundraising, from direct mail, face to face, telephone, legacy and events fundraising, Viki still uses many of these important and valuable tools in her work, 7 years on. Now the Head of Fundraising at the British Youth Council, Viki has a successful track record in diversifying income, developing donor relationships and starting a fundraising department from scratch, while continuously being an ambassador for #DonorLove.

In her spare time, Viki blogs and tweets about fundraising, often identifying the unique quirks of being a fundraiser! Blog: [flightofthefundraiser.wordpress.com](http://flightofthefundraiser.wordpress.com)

- **What Fundraisers Can Learn From Tinder**





**Slovak  
Fundraising  
Centre**

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



---

### **Vision**

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

---

### **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.

---

### **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.

Getting your message across

## Donor Love – What Are Your Donors Going Through?



**Simon Scriver**

ChangeFundraising.com (IE)

As a fundraiser, you're the bridge between your donors, beneficiaries, co-workers, volunteers and the Board. Every interaction and every conversation is an opportunity to strengthen your relationship and grow your fundraising. But with no time and no money how do you give supporters the experience they deserve?

In this masterclass you'll learn how to connect with values and emotions, creatively use voices from around your organisation and make your donor the hero of every story you tell. With real examples (including a live call!), we'll explore how to build amazing relationships and keep your supporters giving. You'll leave with cheeky tips, tested tricks and what you need to share the #donorlove!

### Learning outcomes:

- How to find, create and share beautiful stories that resonate with values and emotions—from urgent appeals to legacy letters and everything in between.
- Everything you need to write your own donor love story (a robust and awesome contact plan that will inspire and engage your donors like never before).
- Tips, tricks and 'nudges' you can implement tomorrow, no matter how big or small your organization or your budget.
- How to create campaigns, and a whole fundraising program, that makes you feel good as a fundraiser and makes your donors feel great too!
- Specific writing and design techniques that are raising more money right now — and building amazing donor relationships.
- How to show the love and ask for money on the phone, face-to-face, through DM or digital.

Fundraising from the many

## Making Mobile Work For Fundraising



**Nick Allen**

Open America (US)

We spend more time on our phones with Facebook, Google, Instagram, and Tinder, than with our friends and family. We depend on our phones for friendship and dating, as well shopping, navigating, entertainment, and so much more. Big tech dominates our screens, but if your NGO could win a little space on that little screen, how could you build a relationship with your supporters and acquire and retain more of them? In this session you will get ideas on:

- How to make your organization "mobile first" to better take advantage of your donors' almost 24-hour connectivity, with a focus on: channels that work (and those that don't); the importance of conversion; how to use mobile as a gateway to social engagement; and integrating mobile into your multi-channel fundraising and communications program.
- How NGOs across the globe are using mobile to identify people who will support them with a monthly donation.
- How Facebook Live and Facebook Donate have been used to raise millions of dollars in the USA for organizations like the ACLU and Children's Miracle Network.
- Which emerging technologies and payment methods to keep an eye on (and maybe experiment with).

We'll look at case studies from the Humane Society of the United States, the Human Rights Campaign, Cancer Research UK, Oxfam UK, Greenpeace, NGOs from Central and Eastern Europe and other NGOs and corporations who are using mobile to build their supporter bases and acquire and retain new donors. And we'll form small teams to design campaigns for our organizations.

### Learning outcomes:

- Planning a "mobile first" strategy for your organization.
- How to incorporate Facebook, Twitter, Instagram, email, and SMS into your fundraising.
- Making your organization easy to use on mobile phones.

### Who should attend:

Anyone dealing with digital fundraising and communications because digital = mobile = social.



Fundraising from the few • Rethinking strategy

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



**Stephen George**  
Good Leaders (GB)

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.

**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.
- Ways to measure legacies.

**Who should attend:**

All fundraisers.

Fundraising from the many • Rethinking strategy

### The Digital Campaign Hot House: 48 Hours To Build The Most Awesome Digital Campaign The World Has Ever Seen



**Aroon Dougan**  
THINK Digital (GB)



**Jason Potts**  
THINK Digital (GB)

We'll start off by sharing the creative principles and successful studies from causes that have engaged support and raised real money online. Then you'll work in groups to create campaigns around a brief you help create. As well as the speakers' expertise, you'll have access to virtual support from specialist digital designers, online influencer researchers and social media marketing experts. Working as a group to tight time scales, you'll also be exposed to some of the theory and practices of agile working that will give an insight into the culture required to be a successful digital team. Finally, the group will feed back on your work and we'll round up the lessons you can take away to implement in your own organisations. This session builds on

our innovative and very highly rated "digital appeal hothouse" from IFC 2017. There will be some input from the speakers but primarily hands-on group work to build out the campaign for real with an experienced digital team to support the delegates at every stage.

**Learning outcomes:**

- How to creatively build a digital campaign from scratch.
- How to work as a team in a very short time to agile working methodologies – so gaining insights into successful digital culture and working practices.
- How to plan a multi-faceted digitally-led campaign.

**Who should attend:**

It is for people who are or will be hands on running digital campaigns either nationally or internationally in a non-profit organisation.



# CEE Leaders of Tomorrow



**Grow the leader you always wanted to be!**



CENTRAL & EASTERN  
EUROPEAN LEADERSHIP  
DEVELOPMENT

A unique 12-month program  
for NGO leaders and fundraisers

[www.ceeleadership.org](http://www.ceeleadership.org)

**OPENING PLENARY****Become A Great Fundraising Leader****Stephen George**

Good Leaders (GB)

We need great leaders more than ever. How can you lead and make the difference? How can you find the passion, inspiration and tools to lead yourself, your teams and others around you? How can you lead influence and change? How can you connect with your cause and find true purpose? What are the new behaviours of great fundraising leaders?

This keynote will inspire you to focus on what it takes to be a brilliant fundraising leader. Using campaigns, examples and inspired insight from the UK and around the world, this session will set an inspired tone for what you can do when you get back to fundraise, lead and change the world.

**Learning outcomes:**

- Inspired fundraisers;
- Tools to emotionally connect and become a leader;
- An understanding of the key barriers;
- 7 principles to lead.

**CLOSING PLENARY****Fundraising Is A Lonely Hunter****Simon Scriver**

ChangeFundraising.com (IE)

Companies all over the world are realising that staff well-being and happiness is key to success. Richard Branson said, "If You Look After Your Staff, They'll Look After Your Customers." But has this spilled over to non-profits?

We all know the donor is the hero and your organisation exists for your beneficiaries. But what about you... the fundraiser?

In this plenary Simon will look at the unique mental and emotional challenges we face as fundraisers. He'll talk about his own experiences as an award-winning and mental-breakdown-having fundraiser. He'll share stories of other fundraisers who have been neglected and undermined. And he'll ask what we can do about it, including how to 'internally market' fundraising to your co-workers.

Most importantly you'll come away feeling less alone, more appreciated, and equipped with the tools you need to take care of yourself and to raise more.



Fundraising from the many • Rethinking strategy

## {Digital} Donor Journey – How To Take Your Donors On Journeys They Will Love!



### Jan Uekermann

RaiseNow (DE)

Everyone is talking about the importance of “donor journeys” – a specific method of communicating and interacting with donors with the aim of upgrading their support. But there are a lot of questions and challenges related to this topic:

- What exactly is a donor journey?
- Why is it one of the most important topics in fundraising?
- Where do we find great examples and what can we learn from them?
- What are the biggest challenges?
- How do we design and implement donor journeys?

### Learning outcomes:

In this workshop participants will be given a 10-step plan to design a donor journey for their own organization. Jan will present great donor journeys – and not just digital ones. He will inspire you to think five steps ahead so you can do really great fundraising.

### Who should attend:

- Fundraising staff;
- Leaders at all levels.

Getting your message across

## Better Public Speaking For Good



### Simon Scriver

ChangeFundraising.com (IE)

As a fundraiser your public speaking is so important. How you deliver your message can be the difference between someone donating, volunteering, or doing nothing. We can all benefit if we have better public speakers working in the charity sector. Everyone starts off scared of standing in front of a room full of people... this session is your first step towards eliminating that fear.

### Learning outcomes

This session will give you tips and tricks to improve your public speaking. You'll come away with the tools to feel more confident and effective the next time you make a presentation to your supporters, your co-workers or your Board.

Rethinking strategy



## Big Data Is Here, How Can It Help You?

### Martin Humpolec

CRM For Non-Profits (CZ)

### Learning outcomes:

- You will be given ideas on how to get more from the data you already have.
- Automatic segmentation? Check.
- Predicting which big donation you will get? Check.
- How many donations will you get next month? Check.
- Artificial intelligence is clever nowadays – use it to help you get more money from your donors.

### Who should attend:

Anyone who wants to know how to better utilize the data they already have.

Rethinking strategy

## Blockchain: Opportunities For Non-Profit Organizations



### Evgeniia Filippova

WU Vienna University of Economics and Business Administration (AT)

Blockchain, widely known as the underlying technology of the Bitcoin cryptocurrency, is often seen as a disruptive, game-changing and promising technology for a variety of industrial sectors.

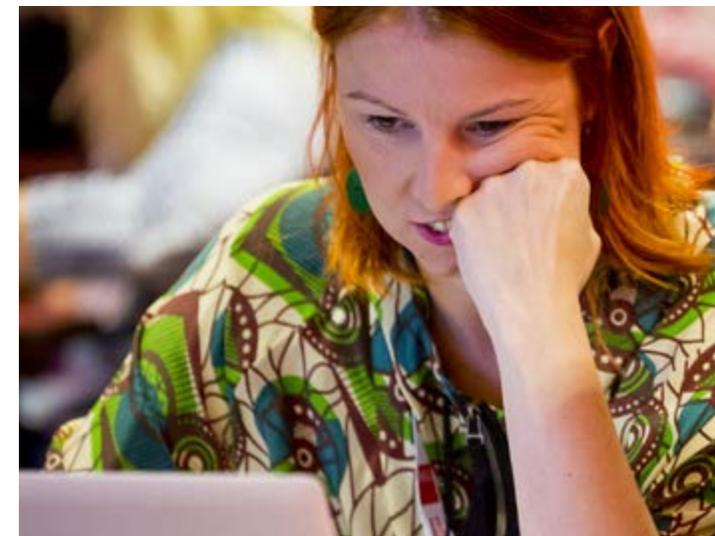
### Learning outcomes:

In this workshop, we will primarily focus on non-profit organizations (NPOs) and answer the following questions:

- How does a blockchain work?
- What are its key properties?
- Which use cases and proofs of concept already exist (there will be a special focus on sustainability use-cases)?
- What possibilities and applications does it offer NPOs?

### Who should attend:

The workshop is suitable for anyone who wants to learn more about this innovative technology and its specific applications. No prior knowledge is necessary.



Fundraising from the many

**Direct Marketing To The Max...  
What Does It Take To Succeed In  
The Digital World?**



**Jason Potts**  
THINK Digital (GB)

This session will look at the theory and some of the practice of what it takes to succeed in the highly charged, audience focused, data driven world of digital fundraising and engagement. Using recent, real examples of strategies, campaigns and optimisation projects for numerous nonprofits we will help you navigate around all the rhetoric and jargon to the things that are most important to deliver results.



**Aroon Dougan**  
THINK Digital (GB)

Fundraising from the few • Leading and managing

**Engaging Boards In Fundraising**



**Eva Aldrich**  
CFRE International (US)

Board members can be reluctant to talk about fundraising and actively participate in fundraising. In this session, we'll explore how you can educate your boards about fundraising so that they are willingly engaging in helping your organization raise funds.

**Learning outcomes:**

At the end of the session, you will be able to:

- Describe fundraising in a way that board members respond to.
- Develop ways for your board to be engaged in fundraising.
- Involve your board in fundraising in ways that are meaningful and appropriate for them.

**Who should attend:**

Fundraisers of all levels.

Leading and managing • Rethinking strategy

**Everyone Can Be An Inspiration**



**Jan Uekermann**  
RaiseNow (DE)

This is your Power-Session at the end of an exciting conference day. We will celebrate ourselves, our work, our failures and our achievements. Everyone is invited to learn from other participants and to share their own story of fundraising success, or failure. Learning from others helps us prevent similar failures in the future, or allows us to take a great idea and make it even better. Join Jan in this powerful and interactive session – you will get a backpack full of motivation and inspiration to take you to the next level.

Fundraising from the many

**Facebook For Fundraising And Advocacy**



**Nick Allen**  
Open America (US)

While other social media platforms may be cooler, Facebook is still king. 18 million users in Poland, 4.5 million in the Czech Republic, and more than 2 million in Slovakia.

If you can make Facebook work for your organization, you can build your supporter base and raise money. We talk about several ways to use Facebook: free and paid posts, advertising, crowdfunding, Facebook Donate (if it works in your country), Facebook Live and more. We'll look at case studies from organizations in the U.S. and Europe to provide practical advice on how you can use the most powerful social media tool for your NGO.

**Learning outcomes:**

- How to make a Facebook strategy.
- How to get the most from your investment in Facebook.
- What works and what (usually) doesn't.

**Who should attend:**

All marketers.



## Getting your message across

### Finding Purpose And Story In You And Your Fundraising



#### Stephen George

Good Leaders (GB)

All too often to get the fundraising job done we focus on the how and the what but we miss the why and purpose and then how to tell it through story. Finding purpose personally, in teams, the organisation and in campaigns can be inspirational and transformational. This session strips back to why and looks for the stories to connect. Aiming at the problem trying to be solved, the reason to give, your organisations purpose, proposition, need and case and its campaigns and products and finding the ability to tell stories. Using commercial and fundraising examples and tools, this inspirational interactive session is aimed at all fundraisers who need to be inspired and challenged to refocus on what really matters and how to find and share stories.

#### Learning outcomes:

- How to find purpose and story in your fundraising;
- 5 steps to reconnect and truly answer why;
- How to maximise story through channels;
- Ways to get your teams and other focussed on purpose and story;
- How to communicate the impact and benefit.

#### Who should attend:

All fundraisers.

## Leading and managing

### Fundraising After GDPR: Rules, Risks And Opportunities



#### Jitty van Doodewaerd

DMCC Netherlands (NL)

(Online) marketing offers charities and non-profit organisations ample opportunity to effectively and creatively approach (potential) donors. But to make the most of it, you need to know what is and what is not allowed. Charities especially are expected to be diligent with donor data. Incidents such as data breaches could have a negative impact on the entire sector and penalties for non-compliance can run to millions of euros. This year the General Data Protection Regulation (GDPR) came into force and Europe is currently negotiating new E-privacy regulations for online communication. For organisations (profit and non-profit) which process personal data this legislation has profound consequences.

#### Learning outcomes:

Jitty, Privacy Consultant at DMCC Netherlands, discusses the impact of the GDPR and the upcoming E-Privacy regulation, explaining what the most important changes are and how you can (cost) effectively implement the requirements in your organisation. Through real-life examples you will acquire information that is directly applicable in your day-to-day business operations. All media and channels are included: from the mailbox to the inbox, from social media to crowdfunding.

The following topics are discussed extensively:

- Creating a privacy policy,
- Creating and maintaining a record of data processing,
- Data processors and data storage,
- Consent and information requirements,
- Do's and don'ts for on- and offline fundraising,
- Experiences with the GDPR over the past half year.

#### Who should attend:

- Fundraisers,
  - Database and CRM specialists,
  - PR professionals and marketers.
- In short, everybody in the organisation involved in getting to know donors, members, volunteers, influencers and institutions in order to get them interested in and involved with the cause.

## Rethinking strategy

### Going Digital? Become Truly Data Driven!



#### Miroslav Umlauf

Avast (CZ)

I've spent more than 10 years with data in digital only companies, on the borders between business and IT. We have delivered many global business intelligence and analytics solutions and data transformation programs that drive innovation, business value, customer experience and operational excellence. Digital transformation applies today to every aspect of our lives, but data also presents a major challenge. Many businesses thrive by using analytics – they're data driven which helps them to understand their customers, move into new business areas and outpace their competitors. Big Data and related tools are available to all businesses today, but many of them only have the tools. And it's very similar among non-profits.

#### Learning outcomes:

- What is digital transformation?
- What does it take to become a data-driven organization and why does it matter?
- What skills are needed?
- How can you get greater insight into your online audience?

#### Who should attend:

Any fundraiser, whether digital or traditional.

## Leading and managing

**How To Build And Lead A Great Fundraising Team****Stephen George**

Good Leaders (GB)

Using a principle led approach and practical experience this workshop shows you how to build and lead a great fundraising team for great non-profit leadership. From the challenge of finding, hiring and keeping the right people, to building a team that focuses on the donor and each other, to empowerment, measuring impact, performance management and solving problems, and building a great culture, this workshop gives a practical framework and toolkit to enable participants to lead their teams to fundraising excellence. Mixing team and personal leadership with real and tangible fundraising challenges, Stephen will use his 30 years' experience as a fundraising leader to coach participants who should bring their own challenges to share. Using case studies, practical examples, exercises and tools, this workshop will steer participants to a renewed purpose and fresh approach so they can build and lead great teams.

**Learning outcomes:**

- How to find and keep great fundraisers and sustain a strong team;
- How to build a team charter, culture and common approach around the donor, cause and team;
- Tools and practical examples to identify and solve real life problems;
- How to focus, measure and celebrate impact and results and ways to manage teams fundraising performance.

**Who should attend:**

- Fundraisers;
- Team leaders;
- Aspiring leaders.

## Fundraising from the few

**New Ecosystem: Consistency And Co-Creation – Grow Your Corporate Fundraising And Partnerships Systematically And Sustainably!****Katalin Kovácsné Béres**

SOS Children's Villages International (HU)

This workshop will introduce the framework and approach to corporate fundraising which has helped SOS Children's Villages International projects in 23 countries in the CEE / CIS region more than double their local income over five years. What consistent practices and factors contribute to sustainable income growth? How can the interest and contribution of potential partners be maximized? What strategies can be used to attract and retain large, international partners and how can you work with major international accounts to deliver shared impact? The first half of the workshop will address these questions while in the second, interactive half, participants will be divided into small groups to reflect on what they have heard and will discuss relevant challenges and latest best practice in corporate fundraising and partnership development.

**Learning outcomes:**

- The "Working Cycle" for corporate fundraising and partnership development;
- The Know-How Framework – as basic capacity to build corporate / partnership fundraising;
- The main drivers and characteristics of multinational partnerships;
- Co-creation as a way of working.

**Who should attend:**

- Directors;
- Heads of Fundraising at non-profit organizations;
- Corporate / partnership fundraisers at non-profit organizations;
- Supporting or potential partners of non-profit organizations.

## Leading and managing

**Small Budget, Big Impact****Simon Scriver**

ChangeFundraising.com (IE)

As a fundraiser, you're the bridge between your donors, beneficiaries, co-workers, volunteers and the Board. With limited time and resources, how do you use your working week wisely? Simon will look at the life of a Small Shop Fundraiser, with lessons that can be used in organisations of any size.

**Learning outcomes:**

- You'll see real examples with real data from around the world.
- You'll learn 'fundraising nudges' – practical ideas to increase your income that you can put into action tomorrow.
- You'll see ways to save time and money, while increasing response rates.
- Yes, we'll discuss what small organisations can learn from the big guys.
- But more importantly, we'll focus on the benefits of being a small shop and what larger organisations can learn from us.



Fundraising from the many

## Testing 1-2-3



### Nick Allen

Open America (US)

If you're not testing your digital (and analog) fundraising, you're leaving money on the table. Which digital channels work best for your organization and your cause – search engine marketing, Facebook ads, emails, text messaging, peer to peer and crowd-funding, fundraising dinners? What's the optimum gift amount to ask for in each channel? What copy or photo or video gets the best response? Which advocacy or donation page design gets the best conversion rate – the percentage of people who come to the page who actually sign up or make the donation?

In this workshop, we'll look at designing a testing program for your digital fundraising and then actually testing your results from Facebook, email marketing, search, and more. We'll talk about how to set up simple tests that can produce significant results in producing more revenue, more supporters, or more engagement with the same staffing and budget.

#### Learning outcomes:

- How to think about testing.
- 3 practical tests to starting testing.
- How to figure out which tests are worth doing.

#### Who should attend:

All digital marketers.

Rethinking strategy

## The Future In Digital Fundraising: Where Will It Help, What Do We Have To Be Aware Of?



### Björn Lampe

betterplace.org (DE)

#### Learning outcomes:

- Overview of current and upcoming technical trends that will, or could, influence digital fundraising.
- Which trends should be monitored, which can be ignored for now?
- Where to invest, where to collaborate, what to be aware of.

#### Who should attend:

- Experienced digital/online fundraisers,
- Strategic-thinking managers/CEOs/business developers.

Fundraising from the many • Getting your message across

## What Fundraisers Can Learn From Tinder



### Nikki Bell

British Heart Foundation (GB)



### Viki Ward

British Youth Council (GB)

Is fundraising like dating? Viki and Nikki think so. Drawing upon years of dating and fundraising experience, these two fundraisers will share their successes and rejections to help you become a stud at developing your donor relationships. In this session we'll look at what makes a good date and which of those principles you can bring in to your supporter communications. We'll share donor turn-ons and turn-offs, as well as the cheeky tips and tricks that ensure they'll invite your charity back to theirs for 'coffee'. You'll come away ready to wow your existing donors, pick up new supporters and get lots more people swiping right.

#### Learnings outcomes:

- How to develop your donor relationships.
- What not to do when trying to woo supporters and ways to make a relationship last.
- Why getting the follow up right is essential (and how to do this).





Slovak  
**Fundraising**  
Centre

We offer professional training and consulting services in developing your fundraising

- **Training**
- **Fundraising Strategies & Plans**
- **Consultations & Evaluation**
- **Development Of Tools & Relationships**
- **Communication**



[www.fundraising.sk](http://www.fundraising.sk)

# FUNDRAISING IN A WORLD OF BIG DATA

9 – 11 Oct 2018

Bratislava | SK

## ORGANIZER



## GENERAL PARTNER



## IN COOPERATION



## MAIN PARTNERS



## PARTNERS



## MEDIA PARTNERS



[www.ceefundraising.org](http://www.ceefundraising.org)

#CEEFC