



SLOVAK-CZECH FUNDRAISING CONFERENCE

Description of the sessions

Is it (not) worth it...!?

November 11, 2010 Bratislava, SK

Fundraising in the 21st century - Challenging or an Opportunity?

Neelam Makhijani - Resource Alliance (UK)

Many organisations have seen a decline in fundraising due to the economy. When cost containment options and reduction of staff or programs are exhausted, creative and innovative fundraising ideas become necessary.

In addition to support from foundations, corporations and government, the traditional fundraising model is built on strong relationships with donors, which requires the personal involvement of board and staff. While very personal and effective, it is only as available as the resources to implement it. Whether it's marketing or fundraising, the more people you can reach with an effective message, the more money you will make.

Traditionally, non profit fundraising ideas involve public events and local media to raise money and awareness. This is effective, but it is also limited. The internet has created a whole new world of opportunity for fundraising, with far greater reach than ever imagined.

A Rough Ride Through Fundraising

Thomas Wuchterl - Greenpeace Meds (AUT)

Thomas will take you on a rollercoaster driving fast through the changing environment for fundraisers. Expect to get into the driver seat.

Challenges in the Central and Eastern European Region – What Can Fundraisers Learn From the Past and Present

Development of the Non-Profit Sector

Jana Renal - Resource Alliance, Czech Fundraising Centre (CZ)

Most foreign funders have now pulled out of the region, leaving non profits to sink or swim on their own. What is the outlook? This session will offer views of the current situation and likely future developments, including opportunities for fundraisers.

Enhancing Fundraising of a Nonprofit Organization through a Transparent and Trustworthy Brand

Marek Šedivý - Association of public benefit organizations in the Czech Republic (CZ)

In the society today, the demand of transparency appears more and more. This of course also applies to nonprofit organizations. The transparency of nonprofit organizations significantly enhances their credibility and the potential for nonprofits to get support from donors.

What is linked to a non-profit organization's brand credibility? Is it possible for the emerging law on the status of public benefit to help this happen in the Czech Republic?



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Brand Building as a Prerequisite for Successful Fundraising

Andrej Kiska – Good Angel (SK)

This contribution will mainly deal with marketing of charities - big, but also small and local organizations. Through the eyes of a business person it will refer to the perception of a brand in fundraising and it will give some practical advice on addressing corporate donors.

Direct Mail as a Form of Fundraising, Databases

Martin Šeliga - Direct Marketing (SK)

The presentation will focus on data, representing the potential of databases for CR and SR, the extent of data available, the contents of individual databases - selection criteria, data analysis - contributor's profile, contributors segmentation, potential classification (likelihood of success), geomarketing, under the wrap of the Direct Marketing company.

"It won't work here" I've heard this 1000 times

Gary Edwards – Zdravotní klaun, Červené nosy Clowndoctors (USA)

A short history of bringing the Zdravotni klaun idea to CZ and SK. And developing relatively new fundraising ideas both in CZ and SK. How do you know when you (NGO) are ready for this fundraising step? Why it makes sense not to have all your apples in one basket. Followed by a short questions and answers period.

Registration at www.fundraising.sk



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...How Shooty Beat Fundraisers!

Eduard Marček – PDCS, Slovak Fundraising Centre (SK)

In June 2010 Slovakia has experienced parliamentary elections that changed the political face of the country. Several weeks before the election, however, an initiative of the famous Slovak cartoonist, illustrator and multiartist Martin Shootyho Šutovec was born. It changed the face of fundraising in our country. In this politically incorrect reflection we take time to think about what it was that made this initiative inspirational, and how can our fundraisers learn from it.

Raise Funds Now! Variety of 25 Fundraising Methods

Robert Kawalko – Polish Fundraising Association (PL), European Fundraising Association

In first 30 minutes Robert Kawalko will describe 25 different fundraising techniques, from basic and simple to very sophisticated ones. His presentation will be followed by an instruction how to pick the most appropriate method and successfully implement it in your organization. After that, you will take part in an experimental workshop called "Raise funds now", which has been lately included in training standard of fundraisers' formation in Poland. It is emotional! If you have passion to raise funds and you really need them, at the end of this session you will have real money as output. A session for genuine fundraisers.

Coalition for Easy Giving - or What Nonprofits Are Able to Achieve with Active Cooperation

Jitka Nesrstová – Via Foundation (CZ)

A few years ago, the face to face fundraising in the Czech Republic was rather a nightmare - the banks were not interested in cooperation with the NGOs, each of them insisted on their own forms, and recruiter trainings - instead of communicating with donors - they were more focused on how a given form is properly completed. Fortunately, Czech NGOs combined their efforts and through joint negotiations with banks, they were able to significantly change the environment to acquire regular donors. Today, The Coalition For Easy Giving unites more than 30 NGOs, that consider individual giving a major resource and are occupied by it systematically. The co-founder of the coalition will in her presentation show you the current activities of the coalition and its main achievements, as well as future plans to make the collaboration even easier for both the Czech donors and the nonprofits.

Direct dialog / E-shop skutecnydarek.cz – Case Study From People in Need

**Jiří Cveček – People in Need (CZ)
Kateřina Rybová – People in Need (CZ)**

People in Need will present its concept of direct dialog in the streets. The process of creating the campaign, its organization and planned development. Opportunities and benefits of direct dialog will be presented in the context of small and large nonprofit organizations. Part of the presentation will be dedicated to the

SkutecnyDarek.cz e-shop and to selling gift certificates representing real animals, tools and other material distributed in development cooperation.

2% Income Tax Assignment as (the only?) Source of Funding for NGO; charitable advertising vs. sponsoring

Milan Andrejkovič – 1st Slovak Nonprofit Service Centre (SK)

The topic of this session will be to look at 2% as a regular, relatively easily attainable source of finance. In addition, we'll review the advantages and disadvantages of the 2% for NGOs and we'll present statistical data on the share of taxes paid. Explanation of changes made to 2% from 2010 and 2011. Comparison of sponsorship and charity advertising planned in legislation.

The Role of Foundations in Financing NGOs **Lenka Ilánovská – consultant (SK)**

The theory entitles foundations as banks of the non-profit sector. By definition of their existence, they have great assets that they evaluate, and these revenues are further redistributed to support public benefit projects. In Slovakia, however, we have two asset foundations. We'll discuss how this affects the acquirement of resources from foundations during the debate on the role of foundations in funding NGOs. At the same time we will talk about what kinds of projects are the Slovak foundations supporting and what to be prepared for, if you are going to ask money from foundations.

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Legal Aspects of Legacy Giving in the Czech Republic

Jiří Kučera – Kučera & Associates (CZ)

The session deals with the fundamental principles of legacy law and the room created for legacy giving in the Czech law. Attention is drawn to the risks associated with this type of fundraising. The session formulates basic options of legacy giving in the Czech Republic.

Individual Giving Turned on its Head

Igor Polakovič – consultant (SK)

The presentation will address comparison of individual giving in our country and in some of the selected countries. We will also compare the approach of the state, bank and the third sector to individual regular philanthropy via direct debit and we'll take a look at where Slovakia has overslept. In the discussion at the end of the session we will describe the steps that all parties involved should take, if they want Slovakia to have a financially stable and a strong third sector, supported by citizens.

Don't Look for New Donors, Look for E-Fundraisers

Martina Tvrdoňová – WellGiving (SK)

Juraj Javorský – Daily SME (SK)

- Successful e-campaign presumes 7 steps
- „Lucky dog“ is essential
- Dakujeme.sk: how we raised our first 50000 €
- Inspiration from home and from around the world
- Facebook, banners, blogs and bloggers

Telemarketing as a Follow-Up Method for Donor Care

Ota Kubinec – Duha movement (CZ)

Telemarketing is an opportunity to be in a direct contact with the donor at a relatively low cost. You can thank him/her, invite him/her to an event, offer to support a campaign or ask for a donation. In the DUHA movement, we are dealing with telemarketing systematically since 2006, each year we are innovating the method. The information obtained brings money and important feedback to the work of the DUHA movement. The phone numbers are not bought; we acquire them as a part of other fundraising methods.

(Professional?) Fundraiser in an NGO

Vladislav Matej – SOCIA – Social Reform Foundation (SK)

The aim of this session is to seek an answer, how, respectively whether it is possible, to employ a professional fundraiser in an NGO in Slovakia. How much funds would s/he have to obtain to support herself/himself? What are the strategies to fill this position? 7 characteristics of a successful fundraiser. Win-win strategy, as a successful fundraising model in the Slovak context. Input will be divided into the following stages: Presentation of the author: 25 min. (PowerPoint), exercise, respectively, active involvement of participants, discussion.

Local Fundraising

Luboš Tvrdoň – Community Foundation Bratislava (SK)

All what little I know about fundraising, I've learned from my mother – a hairdresser. Or how we gained trust in obtaining resources for community activities. Presentation of the three model cases.

Good News – a Successful Case Study of a Public Collection

Marián Čaučík – eRko (SK)

A Carol action of Slovak children has over fifteen years of history become an integral part of the Christmas season for thousands of children, young people and visited families. The combination of the idea of reviving traditions with aid in sub-Saharan Africa has, in addition to the education of children and lovely community activities, brought in more than 150 million SKK, through the annual public collections for development projects for people in need in Kenya, Uganda, Sudan and other African countries. The presentation will focus on the introducing the format and organizational setup of the action, cooperation with volunteers, training, collaboration with Catholic parishes and communication with the public.



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Milan Andrejkovič – 1st Slovak Nonprofit Service Centre (SK)

2% Income Tax Assignment as (the only?) Source of Funding for NGO; charitable advertising vs. sponsoring

Since the establishment of the association he devotes himself to advice on law and economics of nonprofit organizations. He has been there when the possibility to assign a proportion of the income tax has been brought up, he manages a dedicated web page on the 2% Income tax assignment www.rozhodni.sk and participates in the legislative process on the changes in this mechanism. He is active in the legislative drafting of new institutes funding NGOs (charitable lotteries and charitable advertising). Within the 1st SNSC he also publishes a bimonthly magazine Effect – a magazine for effective management of NGOs.

Jiří Cveček – People in Need (CZ)

Direct dialog / E-shop skutecnydarek.cz – case study from People in Need

He has been working for the People in Need since 2007, when he launched a campaign of directly addressing on the street. Since then, he has been its coordinator. In the autumn of 2009, he initiated creation of the e-shop skutecnydarek.cz (Real gift). He currently pays particular attention to optimizing the e-shop and increasing the effectivity of communication with donors.

Marián Čaučík – eRko (SK)

Good News – a Successful Case Study of a Public Collection

By original profession an electrical engineer, a volunteer and an activist of the so called "Underground church" in the field of working with children under the communist regime. Since 1991 working in the nonprofit sector for a children organisation eRko - Christian Children Communities Movement. Longtime chairman of the organization, since 2007 the director of the development cooperation program of eRko "Good News". Co-founder and former chairman of the NGO development organisations platform.

Gary Edwards – Zdravotní klaun, Červený nos Clowndoctors (USA)

"It won't work here!", I've heard this a thousand times.

Gary Edwards was born in the U.S.A (but he says it is not his fault). He has lived and worked in 7 countries and speaks 7 languages, but only one at a time ;0) Apart from running NGO's in CZ and SK, Gary helps develop such NGO's all over the world and teaches at the Medical School in Prague. In his spare time he composes music and writes fiction.

Lenka Ilánovská – consultant (SK)

The Role of Foundations in Financing NGOs

She studied finance, banking, investment at the Faculty of National Economics at the Economics University in Bratislava. During 2001-2003 she has worked as executive director of the Slovak Foreign Policy Association. From July 2004 to September 2010 she was the executive director of the Donors' Forum – an association, which covers the leading foundations and corporate donors in Slovakia. In 2006-2007 she lectured the marketing and fundraising of nonprofit organizations at the Academy of Performing Arts in Bratislava. For the period of May 2009 to June 2010 she was elected to the Steering Committee of the International Network DAFNE - Donors and Foundations Networks Europe. She currently works as an independent consultant for companies and nonprofit organizations in the field of CSR and corporate philanthropy, public relations and external communications.

Juraj Javorský – SME Daily (SK)

Don't Look for New Donors, Look for E-Fundraisers

Currently the deputy editor of SME Daily. In the past he worked as the editor of Etrend.sk and as an economic journalist. He is a graduate of the Economics University in Bratislava.



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Robert Kawalko – Polskie Stowarzyszenie Fundraisingu (PL), European Fundraising Association

Raise Funds Now! Variety of 25 Fundraising Methods

Co-founder and President of the Polish Fundraising Association, Vice President of the European Fundraising Association, studied at universities in Krakow and in Fribourg in Switzerland. After 7 years in IT business, where he was responsible for marketing and PR, he worked as a fundraiser for several non-profit organizations and since 2000 runs his own consulting and training enterprise.

Andrej Kiska – Good Angel (SK)

Brand Building as a Prerequisite for Successful Fundraising

He graduated from the Faculty of Electrical Engineering at the Slovak Technical University. After the revolution in 1990, he went to USA for 18 months and since 1992 he started a business. He is the founder of the instalment sale companies Triangel and Quatro. In 2006, he has obtained the title Manager of the Year from the weekly magazine TREND, for disposing of his business shares to VUB bank. In the same year, together with a friend, he establishes a non-profit organization Good Angel, to the activity of which he donates one million Euro. Good angel became the most successful project in the field of non-corporate fundraising. Currently, he manages the Good Angel and the preparation of other philanthropic projects.

Ota Kubinec – Duha Movement (CZ)

Telemarketing as a Follow-Up Method for Donor Care

He studied history at the Philosophical Faculty of Masaryk University in Brno. He works for the DUHA Movement since 2003 leading the individual fundraising department. He is responsible for fulfilling the strategic objectives in the recruitment of donors and donor care. His team is involved in innovation and implementation of methods of individual fundraising towards a higher return and cost efficiency. During his tenure, the number of regular donors, more than quadrupled. In 2005, he participated in the formation of coalition For Easy Giving. In 2008 he has been on a three-month internship in the direct marketing department of Friends of the Earth EWNl in London. He is married and has a little daughter.

Jiří Kučera – Kučera & Associates (CZ)

Legal Aspects of Legacy Giving in CR

Founder of the law firm Kucera & Associates, based in Prague with a branch in Pardubice. The office covers a broad spectrum of legal areas of commercial law and international trade, through real estate, administrative law, civil and labor law. Within the socially beneficial activities, he is working on nonprofit projects, e.g. with the VIA Foundation, the Center of Community Foundations and the NETT organization. In 2008 he participated in the preparation of a manual for the fundraisers about working with legacy donors.

Jana Ledvinová – Resource Alliance, Czech Fundraising Centre (CZ)

Challenges in the CE European Region – What Can Fundraisers Learn From the Past and Present Development of the Non-Profit Sector

Jana is a trainer and consultant of the Resource Alliance, a nonprofit which builds the fundraising capacity of civil society organisations around the world. Prior to joining Resource Alliance Jana was founder and director of the environmental education organization Tereza. She has fundraised millions for kids and environment in the Czech Republic during 25 years of Tereza existence. As a consultant and trainer Jana have been working with civil society groups in Central and Eastern Europe and Middle East since 1989.

Neelam Makhijani – Resource Alliance (UK)

Fundraising in the 21st century - Challenging or an Opportunity?

Neelam started her working career in the US as a journalist for an Asian weekly. In late 90's she migrated back to India and joined HelpAge India as a fundraiser and soon progressed to becoming the Regional Director. In 2000 Neelam was seconded to work with Help the Aged in the UK to raise funds from the British India Diaspora, which was a pioneering campaign. Since then she has worked with Oxfam GB and as a trainer and consultant with Sightsavers and many other organisations in various parts of the world. Neelam joined Resource Alliance as the Programme Director and was responsible for developing its international capacity building programme and the consulting services. In April this year Neelam was appointed as the CEO of the Resource Alliance.



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Eduard Marček – PDCS, Slovak Fundraising Centre (SK)

...How Shooty Beat Fundraisers!!

He is involved in funding of NGOs as a consultant since 2001, in addition, he is gaining experiences as a fundraiser mainly from institutional sources. He has authored numerous publications and studies on financing, cross-sector collaboration and corporate social responsibility. He currently leads an international project to strengthen fundraising capacities of development NGOs in five countries. He is a co-founder and chairman of the Slovak Fundraising Centre. Fundraising and especially learning about it is turning into his passion.

Vladislav Matej – SOCIA – Social Reform Foundation (SK)

(Professional?) Fundraiser in an NGO

He got to fundraising through establishment of OZ Návrat. Since 1994, he served as a co-founder of the NGO, and since then he has willingly/unwillingly been working in fundraising. In the years 1995-2001 he worked as a consultant for a network of Cooperating Dutch Foundations for Central and Eastern Europe. In 2002, together with Helena Woleková and the ING company, founded the SOCIA foundation. So far, more than 25 million EUR has passed through his hands. He has received most of it directly. But he does not feel to be a fundraiser.

Jitka Nesrstová – Via Foundation (CZ)

Coalition for Easy Giving - or What Nonprofits Are Able to Achieve with Active Cooperation

She studied business economics at the University of Economics in Prague. In 2002-2006 she worked in the fundraising department of Greenpeace Czech Republic. There she got her first experience with fundraising at the position of coordinator of donor care, in 2003 she has been appointed director of fundraising. Since 2006 she has been working as the director of fundraising at the VIA Foundation. In addition to raising private funds for the foundation, she is also involved in international projects aimed at development of philanthropy in Central and Eastern Europe. She regularly conducts workshops devoted to various aspects of fundraising and via consultations she helps nonprofits find their way to private donors. She is a co-founder of Coalition for Easy Giving, which brings together NGOs, that are systematically engaged in fundraising from individuals.

Igor Polakovič – consultant (SK)

Individual Giving Turned on its Head

Last time he worked as a Community Fundraising Manager at Greenpeace in New Zealand, where he was responsible for the department aimed to provide regular individual donors, who represent 95% of the supporters base and constitute 85% of the revenues of the organization. Before that, he worked as the Fundraising Manager in Poland and Slovakia, and for Greenpeace he helped to expand fundraising activities focused on individual donors in Central and Eastern Europe. He currently works as an external consultant.

Kateřina Rybová – People in Need (CZ)

Direct dialog / E-shop skutecnydarek.cz – case study from People in Need

She studied International Trade and Development Studies at the Faculty of International Relations at the University of Economics in Prague. Since 2007 she works as a direct dialogue fundraiser for People in Need. She worked as a long-term volunteer in Ghana and in Indian Ladakh. She writes expert analyses for the web server www.rozvojevka.cz.

Marek Šedivý – Association of public benefit organizations in the Czech Republic (CZ)

Enhancing Fundraising of a Nonprofit Organization through a Transparent and Trustworthy Brand

President of the Association of community organizations in the Republic, a lecturer and a consultant. In the public benefit organization Neziskovky.cz, he is in charge of external relations and fundraising. He graduated from the Czech Agricultural University in Prague and the number of courses focused on management, marketing, public relations and teaching skills. During the four-month stay under the Fulbright-Masaryk Scholarship in the spring and summer of 2009 he graduated from the Mini MBA for nonprofit organizations at the University of St. Thomas in Minneapolis. He specializes in strategic planning and management, functioning of boards of directors, PR and marketing of non-profit organizations. He is a member of the Government Council for NGOs, a member of the Alliance of trainers and consultants Neziskovky.cz, a member of the Thematic



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Networks for the development of social economy Expert Committee and is cooperating with the International Capacity Building Alliance. He is the co-author of "A Successful Nonprofit Organization" and "The Role of the Management Board in the management of nonprofit organization". He contributes to a number of professional journals.

Martin Šeliga – Direct Marketing (SK)

Direct Mail as a Form of Fundraising, Databases

He works for the Direct Marketing Company since 1997, he has gradually tried all the positions, through production, IT, business to management, is currently the executive director of the company. Since 2000, he is actively engaged in fundraising of non-profit organizations. He participated in campaigns for Greenpeace CR and SR, UNICEF, Red Nose, Health Clown, The Artists Painting with Their Mouth and Feet Publishing House, the League Against Cancer, Lighthouse and others. During this period he gained a lot of knowledge and experience regarding the acquisition of support for nonprofit organizations in our region. Married, one child, vintner (own vineyard in Modra).



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Luboš Tvrdoň – Community Foundation Bratislava (SK)

Local Fundraising

Luboš Tvrdoň started at the Institute for Public Affairs. In 1998-2000, he was the coordinator of a project of launching community foundation in the Center for Philanthropy. Subsequently, in 2000 he initiated the establishment of the Community Foundation Bratislava, where he became the director. The Foundation currently manages assets of 77054 EUR in 17 endowment funds. Throughout its existence, it has distributed 1 381 thousand EUR.

Martina Tvrdoňová – WellGiving (SK)

Don't Look for New Donors, Look for E-Fundraisers

Her name is associated with e-fundraising in three ways: www.dakujeme.sme.sk, www.charityshop.sk and www.dvepercenta.sk. Currently, her portfolio of corporate clients consists of the foundation of VUB Bank and CIB Bank, Hungary. From 1997 to 2007 she worked at the Center for Philanthropy, where she gave advice and managed philanthropic programs for Orange, a.s., and SPP, a.s. She is the director of WellGiving, o.z. She is married, has 1 Janosik and three bandits.

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Thomas Wuchterl – Greenpeace Meds (AUT)

A Rough Ride Through Fundraising

Thomas started as a fundraiser based on a coincidence including a friend and a very tiny add in a newspaper asking for an application as a fundraiser, which told him absolutely nothing at that time. He worked for a few years with the Panda, before moving on to Greenpeace, hired to develop central European markets. He then took on the challenge to become director of fundraising for the same office for three years. Longing to see more of the world he embarked to become a freelancer consulting NGOs in fundraising strategy and tactics. As Greenpeace is some sort of Hotel California, it took him only a few months to be back consulting Greenpeace Italy for two years. Next step was international fundraising manager working with countries from Russia to Spain. Now he is based in the Mediterranean office of the organisation as Director again. And he loves it!



PROGRAMME

The 1st Slovak-Czech Conference on raising funds from private resources aims for networking of fundraisers, donors, consultants, marketers, fundraising services suppliers, experts and other persons with interest in fundraising and for creating opportunity for in-depth education.

The event is designed to inspire with examples and trends from close neighboring countries and to promote development of professional fundraising in the Slovak and Czech Republics through exchange of ideas and know-how.

From	To	Session	Guest Speaker	Country	Organisation
8:00	9:00	Registration of participants			
9:00	9:15	Welcoming Address by General Director of Slovenská sporiteľňa	Jozef Síkela	SK	Slovenská sporiteľňa, a.s.
9:15	9:45	Fundraising in the 21st century – Challenging or an Opportunity?	Neelam Makhijani	UK	Resource Alliance
9:45	10:25	A Rough Ride Through Fundraising	Thomas Wuchterl	AUT	Greenpeace Meds
10:25	10:45	Challenges in the Central and Eastern European Region – What Can Fundraisers Learn From the Past and Present Development of the Non-Profit Sector	Jana Ledvinová	CZ	Czech Fundraising Centre Resource Alliance
10:45	11:10	Coffee Break			
11:10	12:00	Enhancing Fundraising of a Nonprofit Organization through a Transparent and Trustworthy Brand Brand Building as a Prerequisite for Successful Fundraising Discussion	Marek Šedivý Andrej Kiska	CZ SK	Association of Publicly Beneficial Organizations in the Czech Republic Good Angel
12:00	13:00	Direct Mail as a Form of Fundraising, Databases "It won't work here" I've heard this 1000 times Discussion	Martin Šeliga Gary Edwards	SK USA	Direct Marketing Zdravotní klaun, Červený nos Clowndoctors
13:00	14:00	Lunch break			



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From	To	Session	Guest Speaker	Country	Organisation
14:00	15:30	...How Shooty Beat Fundraisers!	Eduard Marček	SK	PDCS, Slovak Fundraising Centre
		Raise Funds Now! Variety of 25 Fundraising Methods	Robert Kawałko	PL	Polish Fundraising Association, European Fundraising Association
		Coalition for Easy Giving - or What Nonprofits Are Able to Achieve with Active Cooperation	Jitka Nesrstová	CZ	Via Foundation
		Direct dialog / E-shop skutecnydarek.cz – Case Study From People in Need	Jiří Cveček Kateřina Rybová	CZ	People in Need
		2% Income Tax Assignment as (the only?) Source of Funding for NGO; charitable advertising vs. sponsoring	Milan Andrejkovič	SK	1. Slovak Nonprofit Service Center
		The Role of Foundations in Financing NGOs	Lenka Ilánovská	SK	Consultant
15:30	16:00	Coffee Break			
16:00	17:00	Legal Aspects of Legacy Giving in the Czech Republic	Jiří Kučera	CZ	Kučera & Associates
		Individual Giving Turned on its Head	Igor Polakovič	SK	Consultant
		Don't Look for New Donors, Look for E-Fundraisers	Martina Tvrdoňová Juraj Javorský	SK	Wellgiving SME Daily Newspaper
17:00	17:15	Coffee Break			
17:15	18:15	Telemarketing as a Follow-Up Method for Donor Care	Ota Kubinec	CZ	The Rainbow Movement
		(Professional?) Fundraiser in an NGO	Vladislav Matej	SK	Socia Foundation
		Local Fundraising	Ľuboš Tvrdoň	SK	Bratislava Community Foundation
		Good News – a Successful Case Study of a Public Collection	Maroš Čaučík	SK	ERko
18:15		Conference Conclusion			
18:30		Buffet Dinner			



SLOVAK-CZECH FUNDRAISING CONFERENCE

For whom?

- Fundraisers working in non-governmental nonprofit organizations, partially publicly funded institutions or other private institutions
- Fundraisers raising funds for one-off activities and events
- Members of boards of directors and leaders of nongovernmental nonprofit organizations, partially publicly funded institutions or other private institutions
- Suppliers of services and solutions to fundraisers and non-governmental nonprofit organizations
- Communication, advertising and public relations agencies
- Individuals interested in fundraising

Date

Thursday 11th November 2010

Venue

Slovenská sporiteľňa, a. s.
Tomášikova 48
832 37 Bratislava
Slovakia

How much is it?

- 1 participant: €89
- for 2 or more participants coming from one organization: €69 per participant
- member of the Slovak Fundraising Centre: €59

The fee includes also conference materials, lunch, refreshments, and buffet dinner.

The number of participants is limited.

Registration starts on 1st October and runs until 5th November or until the number of available seats is filled.

The organizer reserves the right to limit the number of reservations per one organization.

The registration is valid only after participation fee has been credited to the account of the organiser before the conference.

Payment details

- **Account number:** 2927832354/1100
- **Bank:** Tatrabanka (www.tatrabanka.sk)
- **SWIFT:** TATR SK BX
- **IBAN:** SK35 1100 0000 0029 2783 2354
- **Variable code:** Identification number of the organization or date of birth of an individual in the format DDMMYYYY
- **Note:** Please include the name of the participant(s) in the message to payment recipient for identification purposes

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Organised by:



Slovenské
centrum
fundraisingu

in cooperation with



WellGiving



General Partner



Partner

Direct Marketing

Media Partners



Stratégie

Further information is available and registration is possible at
www.fundraising.sk