



## SLOVAK-CZECH FUNDRAISING CONFERENCE

### Description of the Sessions

## A Good Handicraft Has a Golden Foundation - Or a Leaky One?

13-14 October 2011 Bratislava, SK

#### Listen for the dreams of your donors

**Kay Sprinkel Grace – Transforming Philanthropy (USA)\***

NGOs are created to respond to the needs of our society. All over the world, groups of citizens see a need for health or human services, disaster relief, children's services, AIDS services, programs for older adults or any one of hundreds of opportunities, and they develop organizations that provide for those needs -- and society is better for it. But how do you keep that dream from fading? As organizations mature, they often lose the excitement of that initial dream and with it, they may lose the ability to keep donors engaged. One way to keep that from happening is to make sure that in our organizations we continue to have big ideas, or big dreams, that will interest new donors and keep our long time donors loyal. This can be exciting not only for our donors, but also for us. Kay Sprinkel Grace will (open/close) our day on (day) with her challenging view of how we can continue to attract and keep donors by listening for their dreams and matching them with ours.

#### A recipe for the integration of social campaigning and individual support

**Bernhard Drumel - Supporting Change (AT)\***

Two old myths can be buried: 1. that individual FR is just for campaigning organizations and 2. that Campaigning and Fund Raising cannot be done together and at the same time. Why and how is a question of the right ingredients, inspiration and courage. And experience. Some lessons learned from successful and failed international mass

mobilization attempts through campaigning, list building and conversion.

A world class campaign

- creates a powerful momentum for change, by touching the right leverage points – a snowball can be enough to kick off an avalanche
- is a symphony where content, communication and fundraising are integrated
- connects with traditional media, dances within social networks and brings people to action, on- and off-line
- uses, if necessary, non violent actions and advocacy interventions
- seeks to create impact by surprise through nimble interventions, vulnerable targets, unusual partners and striking solutions
- and definitely makes you stronger as organization - through more engaged people and a higher income

#### How creativity attracts attention and money

**Martin Mazag – PRime time (SK)\***

Examples of creative campaigns and ideas which helped nonprofits and companies in fundraising.

#### Breaking the NGO Cycle of Poverty

**Tony Myers – Myers & Associates (CAN)\***

Poverty is a cycle. It is a continuous cycle for people until they can break away from it. Poverty is a cycle for NGOs too. It is a continuous cycle until NGOs make a decision to break away from the cycle of poverty. It is not about being lucky. It is about being deliberate. The majority of the world's NGOs are poor. A minority of the world's NGOs have enough money to do their work and do it well. How does the cycle of poverty work? How do you break the cycle of poverty? What are the things you need to do? How do you get started? What results can you expect? How long will it take? How much money will it cost? This is not a happy topic. But it is real. If you and your organization want to break the cycle of poverty join Tony Myers for a lively, thought-provoking and challenging session on Breaking the NGO Cycle of Poverty.

#### How to increase your fundraising income tenfold in five years

**Tomáš Vyhánek – People in Need (CZ)**

People in Need will present their understanding of fundraising development over the past five years. The income raised for other than humanitarian aid collections grew from CZK5 million to CZK50 million per year. In addition the fundraising department runs SOS campaigns (2011: CZ15 million for Somalia; 2010: CZK50 million for Haiti; CZK30 million for flood relief in Czech Republic). Over that period the staff grew from 1.5 full-time positions to six staff members. We are going to discuss the need for making mental as well as financial investments.



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### **HUGO vs. KUŘE or Hodina deťom vs. Pomozte deťem**

**Lucia Štasselová – Children os Slovakia Foundation (SK)**

**Hana Šilhánová – Civil Society Development Foundation (CZ)**

Hugo and Kuře – representing two major and well-established public collections – meet in this direct “match”. Lucia is going to discuss how Children’s Hour developed over time, and how effective individual fundraising tools have been in terms of income generated for the investment made. She will focus also on double fundraising - raising funds for the campaign itself as well as funds to be re-granted by the Foundation. She will reflect on the transparency and perception of the Children’s Hour campaign brand when compared to the brand of the Children of Slovakia Foundation. The collection functions thanks to partnerships with various media and business partners. Finally, Lucia will discuss challenges faced by one of the best recognized collections in Slovakia.

Hana is going to present the origins of the Pomozte deťem (Help the Children) project and its achievements over the past 14 years. She will deal with ways to raise funds: how to collect money, how much each fundraising method brings in, how the ratio of raised funds changes across time and across fundraising methods, and how her organization works with the public and corporate donors. Special role is played by fund-raiser events organized on a voluntary basis by various public groups throughout the Czech Republic. Financing the operation of the collection itself plays a unique role too with questions on how to raise funds to

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implement the project and how to communicate with donors. Space will be given also to running of media campaigns in partnership with the Czech Television and other media partners. Finally, Hana is going to present results of an opinion poll dealing with recognition of the collection.



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### **Building and cultivating relationships with donors**

**Kay Sprinkel Grace – Transforming Philanthropy (USA)\***

Whether people give large gifts in person or small gifts on line, research has shown they want the same thing: a relationship with the organizations they support. From the first gift, we need to get to know our donors. Kay Sprinkel Grace will review strategies including thank you phone calls , emails, written letters, YouTube and visits to your site -- and discuss how each is an opportunity to bring a person closer to the organization. At the same time, relationship building gives you an opportunity to get to know your donors -- to hear their dreams, ideas, concerns and experience. The donors with whom we have relationships remain loyal even when money is scarce -- the opportunity to create those relationships is entirely up to you and your staff, board and other volunteers. Participants will learn easy ways to make sure that relationships flourish in their organization.

### **Turning plans into reality: How to correctly design an organization’s fundraising strategy**

**Jana Kelecsényi – Slovak Committee for UNICEF (SK)**

This session is going to cover planning of a nonprofit organization, and will guide you through the theory and practice of effective and less effective fundraising techniques tested by UNICEF in Slovakia and elsewhere. Detailed results of select social marketing campaigns, collections, events or published appeals will be presented. Both their achievements and failures will help you plan your activities effectively and set fundraising priorities of your organization.

### **Telemarketing – support your results with “more personal” contact**

**Ota Kubinec – Duha Movement (CZ)**

Telemarketing presents a relatively low-cost opportunity to stay in touch with donors. You can use it to express thanks, extend an invitation to an event, give support to a campaign or request a donation. In DUHA, we have been doing telemarketing systematically since 2006, innovating the method every year. It brings funds as well as essential feedback on the work of DUHA Movement. We do not purchase telephone number but rather collect them through other fundraising methods.

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#### **Is your Board driving you crazy?**

**Tony Myers – Myers & Associates (CAN)\***

Is your Board driving you crazy? Maybe they're trying to micro manage your fundraising efforts. Or maybe despite all your efforts, they refuse to help you with fundraising. No matter what a Board decides to do, or decides not to do, it always impacts you as a fundraiser. If your Board is driving you crazy or, you think it is about to, then this session is for you. Tony Myers has been a member of more than five non-profit Boards and worked with more than a dozen others. Join Tony and explore with him how you can improve your relationship with your Board and enhance your fundraising efforts.

#### **Fundraisers of all countries, unite!**

**Igor Polakovič – Centre for Philanthropy (SK)**

Early this year, twelve nonprofit organizations joined their forces: in order to improve fundraising and donor environment in Slovakia, they established the Coalition to Promote Individual Giving. This idea has been inspired by the Czech Coalition for Easy Giving as well as other similar coalitions in other countries of Europe. In this session, we are going to share some of the very first experiences from running this coalition. We will explore ways to make use of the existing tools for regular giving such as SIPO or TelePlatba (system for making repeat card payments). Finally, we will address the issue if Direct Debit (without the requirement of confirmation by the donor in the bank) still lies too far for us in the future.

#### **When funds run out: How to face the threat of underfunding with confidence?**

**Jana Ledvinová – Czech Fundraising Center (CZ)**

This seminar is designed to share with the participants information and know-how needed to be able to face the acute threat of decreased funding in the short term. You are going to learn how to optimize your income, what strategies to choose to develop new sources and how to protect your existing sources in the long run. Some key practical information will be shared as well as how-to guidelines on changing managerial and decision-making processes inside the organization in view of fund development. You will have a chance to partially practice these how-to steps, and you are going to receive practical worksheets to transfer the acquired experience into your organization.

#### **Major donors: Who are they and how can we attract them?**

**Kay Sprinkel Grace – Transforming Philanthropy (USA)\***

Your organization does not have to be big to attract big gifts. It is the size and importance of your mission that attracts donors. People will invest in your vision and dreams if they see you are well run and accountable. Getting major gifts is both an art and a science, especially with new wealth where there is no history of giving. Urging people to give because you have needs is not persuasive: they will give because they identify with the needs you are meeting -- they understand that those needs have an impact on the community. They see that your work is relevant and urgent. The art is in knowing how to send the

kind of messages that will make people interested in your work, and in knowing how to engage them thoughtfully in ways they will enjoy. The science of major gift fundraising is knowing the system of getting the first gift and then moving a donor forward from first gift to big gift, learning ways to assess what the donor is looking for in a relationship with an NGO, and making sure that systems are in place once the gift is made so that the donor knows the impact the gift is having. Kay Sprinkel Grace is a specialist in major gift fund raising and will share her experience, her mistakes and her successes with us.

#### **Can it be done? How to manage cooperation of a charity and business**

**Andrej Kiska – Good Angel (SK)**

We address the requirements of businesses with the assistance or cooperation and fail you? Do you feel that the company ignored the third sector and do not want to help you? Andrej Kiska as an experienced entrepreneur and manager at the same time the most successful charity nefiremni good angel gives the user a good understanding of marketing and corporate business needs to build a successful cooperation between the two sectors. The lecture disappear basic conditions, but also practical examples for addressing corporate partners. A unique opportunity to obtain instructions on how to Slovakia and the Slovak conditions develop charity.



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#### **Dead donor, good donor**

##### **Jan Kroupa – Czech Fundraising Center (CZ)**

Legacy giving to a charity is still much more a taboo in the Czech Republic rather than a common culturally understandable phenomenon. Even if connection may be made with the tradition of legacy giving during the first Czechoslovak Republic and despite the fact that first cases of legacy giving are appearing again now, we are still just looking for ways to speak about it. We lack the words, concepts, and data. And with very few real life examples, nonprofits do not know where to start. This session is going to summarize what we currently know about legacy giving in the Czech Republic, what the applicable legislation is at the moment, and what changes are being prepared in the draft of the Civil Code. Examples will be shown to allow participants to stop and think how to communicate about legacy giving.

#### **Legacy Giving Campaign**

##### **Jozef Jarina – the Association of Slovak Community Foundations, Bardejov Community Foundation (SK)**

In 2011 the Association of Community Foundations of Slovakia promotes interests of community foundations and implements the Legacy Giving communication campaign with the support of the C. S. Mott Foundation. Donations made by bequest of individual persons frequently make up the largest source of income for communication foundations abroad, particularly in Northern America. Yet, in Slovakia, communication of this topic remains to be sensitive and there are only few examples of organizations who receive donations by bequest and who would help to make this topic more visible

and easier to grasp. The campaign seeks to communicate effectively to the public about how and why to do legacy giving to nonprofit organizations. and such donation might help donor fulfill his intention to support the community he feels close to. The presentation is going to cover the overall goal and segments of the campaign.

#### **Children's Fund of SR – Experience with legacy giving**

##### **Alena Synková – Children's Fund of Slovakia (SK)**

Apart from discussing the practical issues, I will cover also the feelings I had when arranging the bequest donation, what had to be done formally and how we proceeded to monetize the material part of the inheritance we received.

#### **"It takes two to tango" – NGO/business-partnerships**

##### **Barbara Janker – WWF Austria (AT)\***

For a long time, differences in motivation and approaches between businesses and NGOs were too big to overcome. However, this has changed and over the last years one can observe a growing number of partnerships between the former adversaries. Why should one probably rethink one's position and hook up with a corporation – not only for the sake of funding but also for reaching – in WWF's case – the very own conservation goals? And why do companies suddenly commit to something that at first glance only costs money? This workshop will give answers and provide some hints for how to effectively work with the business sector and still adhere to one's own principles. A number of real-life cases from WWF will show the practicality of this (new) approach.

#### **Building endowments and long-term financial reserves of a foundation**

##### **Peter Medved' – Ekopolis Foundation (SK)**

Foundations and other nonprofit organizations who were created in Central Europe after 1989 gradually defined their functioning, management structures, funding options and looked for ways to secure their own sustainability. With foundations, one of the paths to sustainability is to build long-term financial reserves. Yet, the tradition of foundation endowments is not well established in our country and only develops gradually. What are the opportunities and limitations of this strategy? What are its real benefits? What are the opportunities to raise funds when building long-term financial reserves?

#### **The range of fundraising opportunities is endless**

##### **Sefo Raclavský – F84, n.f.**

The non-investment fund F84 was created in 2008 when the economic crisis started, giving one of the main reasons to look for ways to perform effective fundraising. F84, n.f., is a quickly growing volunteer-based organization to help children and adults with autism. Since its beginnings, it got the attention and willingness to help from a number of Slovak show business celebrities. Also thanks to their help, it has managed to increase the amount raised and distributed by 100% every year. This session will deal with alternative forms and ways of raising funds. It will cover both successful as well as less effective ones. Most of the successful concepts have been based on the idea: "I help with what I do". The session aims to inspire nonprofits to look for alternative ways to do fundraising.

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#### **Fundraising in Central and Eastern Europe: The View From WWF**

**Andreas Beckmann – WWF DCP (AT)\***

The CEE fundraising market is diverse, ranging from well-developed and relatively saturated markets such as Austria to others like Serbia or Bulgaria that are taking first steps in development, and each with specific economic conditions and cultural specificities. The presentation will provide the bigger perspective of WWF's fundraising in the region, looking at what WWF fundraises for and how, providing insights into WWF's "business plan" for the region. The presentation will cover the different mix of funding streams, including public and EU funds, trusts and foundations, and focus particularly on corporate and individual fundraising. In doing so, the presentation will reflect on some of the differences across markets that makes the region both exciting and challenging.

#### **Database marketing solutions**

**Martin Šeliga – Direct Marketing (SK)**

This section is intended for those who work or are interested in working with direct mail as a fundraising method. Presentation will explain terms such as approval, verification and data processing in direct marketing. You will learn how the data is cleaned and key-worded, but also on their GEO localization and overall process of data processing into their final form before you buy or rent them from a direct marketing agency. The presentation will also address issues of aesthetic modifications of addresses and explain what criteria must be complied by an address to get a qualitative "top rating".

#### **Fundraiser's guide to the Internet**

**Jitka Nesrstová – Via Association (CZ)**

Internet and other modern technologies make our lives significantly easier. We use them daily for our work and entertainment, communication with friends, finding new contacts and information, and increasingly directly for purchases. The magic of new technologies has been discovered by more and more nonprofits worldwide. In the digital world, they raise awareness about their campaigns, and recruit new donors and volunteers online. This session will start by focusing on the basics of online fundraising and on tools to facilitate your communication with your existing and potential donors. We are also going to look at how a donor-friendly website should look like and will present examples of successful online campaigns. Finally, we are going to discuss new ways to connect the online world with off-line channels.

#### **Power of Yes**

**Tony Myers – Myers & Associates (CAN)\***

There is no word more powerful, no word more exciting, no word more promising than the word "yes". It is a word that every fundraiser longs to hear. It is the word we search for in all of our conversations with donors. It is the word that makes the world go around. Join Tony Myers for a lifetime of experiences that have brought yes to his world and to his work as a professional fundraiser. Learn from Tony valuable lessons on how you too can move to yes and make a difference in your life, and in the life of the world around you.

#### **Masterclass**

### **Creating a Dynamic and Successful Fundraising Program**

**Date:** Wednesday 12 October 2011 – 9:00-13:00

**Raising More Money – Tony Myers \***

I've never seen an NGO that didn't want to raise more money. My experience over the past 20 years tells me that raising "more" money means doing some fundamentals things right. And if you get the fundamentals right, Tony will promise you that you will raise more money. Join Tony Myers as he shares with you his life-long experiences of showing numerous NGO's on how to get started in fundraising and how to raise more money. Tony's passion for what he does and his commitment to growing Civil Society around the world will shine through. This workshop promises to be interactive and learner-centered and focused on practical tips on how to raise more money.

**Building on Foundations - Kay Sprinkel Grace \***

Once you have set forward your plan and your operation, you will need to build a true relationship-based fundraising program. Donors want a positive experience. That is what keeps them involved. From the beginning, you will learn it is all about having systems for engaging donors, keeping track of your relationship with them, establishing a development calendar, offering opportunities for volunteer leadership to become involved and making sure that those who invest in you are feeling good about their investment. Kay will build on Tony's inputs and facilitate an exploration of what it takes to build a successful donor-focused fundraising program, using your systems and strategies to ensure the best possible experience for both you and your donors.

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**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**

**Masterclass:** Wednesday 12 October 2011

**Conference:** Thursday-Friday 13-14 October

**Venue**

Slovenská sporiteľňa, a. s.  
Tomášikova 48  
Bratislava  
Slovakia  
[Map](#)

**How much is it?**

**Masterclass (only Wed 12 October 2011)**

- 1 delegate: 49 EUR
- Club of Fundraisers member: 39 EUR

**Conference (only Thu-Fri 13-14 October 2011)**

- 1 delegate: 119 EUR
- Club of Fundraisers member: 109 EUR

**Masterclass + Conference (12-14 October)**

- 1 delegate: 149 EUR
- Club of Fundraisers member: 129 EUR

The fee includes also conference materials (including from the 1<sup>st</sup> Fundraising Conference), lunch and buffet dinner on 13 Oct (for conference delegates) and coffee break refreshments.

The number of delegates is limited.

Registration runs until 9<sup>th</sup> October or until the number of available seats is filled. The registration is valid only after the fee has been credited to the account of the organiser before the event(s).

**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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Further information is available and registration is possible at [www.fundraising.sk](http://www.fundraising.sk)



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### Speakers (A-Z)

#### **Katarína Bartovičová – Slovak Fundraising Centre (SK)**

##### **Black sheep of fundraising**

Previously, Katarína worked for the Amnesty International Slovakia (as a member of its Coordination Board and later as the chairwoman) and for Greenpeace Slovakia, where she has managed fundraising and public relations activities over the past 10 years. Currently, she works as a consultant in the Slovak Fundraising Center, dealing mostly with individual giving, direct mail, and legislation on giving and education.

#### **Andreas Beckmann – WWF DCP (AT)\***

##### **Fundraising in Central and Eastern Europe: The view from WWF**

As Managing Director of the WWF-International Danube-Carpathian Programme, Andreas is responsible for leading and coordinating WWF's conservation work across 10 countries of Central and Southeastern Europe, from Austria to Ukraine and Bulgaria, and including the Czech Rep. and Slovakia. Before taking on this position he worked as Deputy Director, primarily responsible for areas related to EU policy, communications and organisational development. Prior to assuming this position, Andreas served for several years as WWF European coordinator for EU enlargement, Natura 2000 and related use of EU funding instruments. Before coming to work for WWF, Andreas spent 10 years living in Prague, leading communications and development as well as regional coordination for the Environmental Partnership (a consortium of foundations in the Czech Republic, Slovakia, Poland, Hungary, Romania and Bulgaria). Andreas

has studied History, Politics and International Relations at Stanford University and Swarthmore College in the US, the University of Koeln in Germany, and in Moscow.

#### **Bernhard Drumel – Supporting Change (AT)\***

##### **A recipe for the integration of social campaigning and individual support**

For over 20 years, Bernhard Drumel has fought for environmental change. In the last five years, he drove as Global Fundraising and Development Director of Greenpeace e.g. a Global Growth Plan, the setting up Greenpeace in Africa or the building up of the mass mobilization capacity in Greenpeace - in combination with supporter growth. Between 2001 and 2006, as Executive Director of Greenpeace Central and Eastern Europe he oversaw the build up and strengthening of Greenpeace and environmental work in Eastern Europe. In the 90ties, as Conservation Director of WWF Austria, he helped to develop the Danube Carpathian Program. With 'Supporting Change' he is currently helping a wide range of Austrian and international social change initiatives and organizations in market development, campaigning and organizational support. He initiated/participated in two bigger referenda in Austria and presently supports the biggest social change initiative in Austria, the referendum for an educational reform planned in November 2011. He is part of the Executive Board of Greenpeace in India and the recently established "Organization to advance the Common Welfare Economy" coordinating the strategic process of this new movement.

#### **Barbara Janker – WWF Austria (AT)\***

##### **"It takes two to tango" – NGO/business-partnerships**

In her current role at WWF, Barbara develops regional partnerships with companies in Austria and Eastern Europe. A trained communications specialist, she worked in various roles in marketing, PR and communications, both in the corporate world and for non-profits. Her last job was in an Austrian charity for international development where she was responsible for a special-interest magazine on global CSR and poverty reduction, targeted at managers and opinion leaders. Directly before joining WWF, she took a year off to do an MBA in Warwick (UK) and Toronto (Canada) specialising in CSR and sustainability.

#### **Jozef Jarina – AKNS, Bardejov Community Foundation (SK)**

##### **Legacy Giving Campaign**

Currently the executive director of the Bardejov Community Foundation, previously worked in local government for 12 years as a town office manager and mayor of Raslavice. He represented Slovak local governments at the Congress of Local and Regional Authorities of the Council of Europe in Strasbourg. He was a member of the so-called TEAM EUROPE created by the European Commission representation in Slovakia with the mission to run an awareness campaign to prepare citizens of Slovakia for entry into EU. He served as the expert at the Union of Cities and Towns of Slovakia. In addition to managing the Bardejov Community Foundation, Jozef develops and implements projects in areas of human resources development and active citizenship.

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#### **Jana Kelecsényi – Slovak Committee for UNICEF (SK)**

##### **Turning plans into reality : how to correctly design an organization's fundraising strategy**

She graduated from the University of Economics in Bratislava, majoring in financial system – banking industry. She decided to give a new - human - dimension to figures and statistics and started working for nonprofit organizations. In 1997, she joined the Slovak Committee for Unicef, department of product sales as the PR manager for regional media. Seeing the market developments and new opportunities for raising funds to fund programs helping children, she started to gradually develop a fundraising department. Beginning with a single appeal and two minor events each year, she now oversees several UNICEF campaigns each year, using various fundraising techniques and methods: direct mail, telemarketing, events, collections, recruitment of regular donors, corporate partnerships and development of social marketing.

#### **Andrej Kiska – Good Angel (SK)**

##### **Can this be done? How to manage cooperation of a charity and business**

Andrej 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.

#### **Jan Kroupa – Czech Fundraising Centre (CZ)**

##### **Dead donor, good donor**

Founding member, speaker and consultant at the Czech Fundraising Center; chairman and analyst at NETT – the independent think tank for civil society. For 15 years, Jan has been giving inspiration to civil society organizations worldwide to do whatever they set out to do.

#### **Ota Kubinec – Duha Movement (CZ)**

##### **Telemarketing – support your results with “more personal” contact**

A graduate of Philosophy Faculty at the Masaryk University in Brno majoring in Czech language and history, Ota Kubinec has worked in the DUHA Movement since 2003, managing the section for individual fundraising. His responsibility lies in meeting strategic goals in donor acquisition and donor care. Working with his team, he innovates and implements methods of individual fundraising to achieve higher returns on investment and cost effectiveness. During the time on the job, he managed to increase the number of regular donors more than four times. In 2005, he contributed to the creation of the Coalition for Easy Giving, which he now chairs. In 2008, he did a three-month internship at the direct marketing department of Friends of the Earth EWNI in London. He is married and has a little daughter.

#### **Jana Ledvinová – Czech Fundraising Centre (CZ)**

##### **When funds run out: How to face the threat of underfunding with confidence?**

As an international trainer and consultant, she conducted training courses and provided consultation on funds development, personal management, strategic planning, marketing, advocacy and partnership building in more than 20 countries, primarily in Central and Eastern Europe. Most recently, she has been using her experience from long-term with organizations in transition in the Czech Fundraising Centre, doing work in the Czech Republic, Central and Eastern Europe and other countries in transition with visible authentic, healthy and pulsating civil society. She helps civil society and community leaders to gain skills and tools for building confidence and long-term independence.

#### **Martin Mazag – PRime time (SK)\***

##### **How creativity attracts attention and money**

Martin studied journalism at the Charles University in Bratislava. From 1993 he worked in various print media, since 1994 has been a media advisor to conservation organizations SZOPK, Greenpeace and Energy 2000. Afterwards for more than 15 years he has acted as a member and chief editor of Strategie – the only professional periodical on the advertising, marketing and media in Slovakia. He has been a member of many international juries at prestigious advertising festivals at home and abroad, co-organizer of the national competition of creativity Golden Nail. He has been involved in corporate social responsibility (CSR) for more than 5 years, he monitors communications, marketing and digital trends.

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#### **Peter Medved' – Ekopolis Foundation (SK)** **Building endowments and long-term financial reserves of a foundation**

Since 2003, he has been the director of the Ekopolis Foundation, where he previously worked at the program manager for sustainability programs and civil society support programs. In the Ekopolis Foundation, he seeks support of corporate donors, and raises funds from public sources and private foundations. Working internationally, he is a member of the Board of Directors of the Environmental Partnership Association. He volunteers for local civic initiatives trying to protect the environment and build cycling paths.

#### **Tony Myers – Myers & Associates (CAN)\***

- **Breaking the NGO cycle of poverty**
- **Is your Board driving you crazy?**
- **Power of YES**
- **Raising more money** (Masterclass 12 October)

Tony's work includes major donor fundraising, major campaigns, as well as Board development, organizational review and strategic planning. As president of an international consulting agency, he specializes in big gifts, for clients big and small, with big ideas. As the Advisor to the President (Strategic Initiatives) at the University of Calgary (one of Canada's largest research intensive universities) from 2004 – 2008, Tony provided leadership in developing strategic partnerships with business, industry and government. Tony is sought after as a speaker at conferences around the world because he brings a passionate and committed perspective to all he does in philanthropy and giving.

#### **Jitka Nestrková – Via Association (CZ)** **Fundraiser's guide to the Internet**

She graduated from the University of Economics in Prague, majoring in business economics. In 2002 – 2006 she worked at the fundraising department of Greenpeace Czech Republic. Her first experience with fundraising was at the position of donor care coordinator and in 2003 she was named the director for fundraising. Since 2006, she has worked as the director for fundraising in VIA Foundation, where she worked also on the project [darujme.cz](http://darujme.cz) aimed to develop online fundraising in the Czech Republic. Since spring 2011, she has been the director of the VIA Association, focusing on the use of information technologies in the world of nonprofits. She is also involved in international projects aiming to develop giving in Central and Eastern Europe. She gives regular workshops on various aspects of fundraising and consults nonprofit organizations on how to find and approach private donors. She has co-founded the Coalition for Easy Giving, which brings together nonprofits systematically raising funds from individuals.



SLOVAK-CZECH  
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#### **Igor Polakovič – Centre for Philanthropy, n.o. (SK)**

- **Fundraisers of all countries, unite!**
- **Black sheep of fundraising**

In the Centre for Philanthropy, n.o., he manages the project aimed to support easy giving. He deals mostly with simplifying the process of giving in Slovakia and coordinating the activities of the Easy Giving Coalition ([www.darcovstvo.sk](http://www.darcovstvo.sk)). He also works as a lecturer and consultant, doing external consultancy also for Greenpeace. Up until 2009 he was the Community Fundraising Manager in Greenpeace New Zealand, heading the acquisition of individual donors. Previously, he was the Fundraising Manager in Poland and Slovakia. In Greenpeace, he helped expand its fundraising activities in Central and Eastern Europe.

#### **Sefo Raclavský – F84, n.f. (SK)**

**The range of fundraising opportunities is endless**  
As early as in the high school, he became a freelancer and has continued to make living this day to this day. In 11 years since then he acquired much experience and knowledge. The most important lesson was that every situation has at least ten solutions and if he is not aware of them, it does not mean they do not exist. To rely on oneself has required a continuous and regular personal development through various seminars, course, and study of literature. In particular, his negative experiences has served him as a good basis for building the F84, n.f. volunteer-based organizations with a long-term perspective.

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**SLOVAK-CZECH  
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**A Good Handicraft Has a Golden Foundation  
- Or a Leaky One?**

13-14 October 2011 Bratislava, SK

**Speakers (A-Z)**

**Kay Sprinkel Grace – Transforming  
Philanthropy (USA)\***

- **Listen for the dreams of your donors**
- **Building & cultivating relationships with donors**
- **Major donors: Who are they and how can we attract them?**
- **Building on foundations** (Masterclass 12 Oct)

Kay Sprinkel Grace works with nonprofits and NGO's to increase their capacity for leadership, message-building and fund raising. Her work is primarily in the area of strategic planning, board and staff development, and working with organizations to help them master the principles and practices of successful fund raising. An author and teacher, she has written six books (one with a co-author), many articles for journals and numerous chapters in other authors' books. As a speaker she has conducted workshops and addressed plenary audiences in Tbilisi, Prague, London, Paris, The Netherlands, Stockholm, and in cities throughout Australia, Canada and the US. She has spoken at the International Fundraising Festival in Prague and is on the Advisory Board of the Czech Fundraising Institute. She lives in San Francisco.

**Alena Synková – Children's Fund of Slovakia  
(SK)**

**Children's Fund - Experience with Legacy Giving**

Alena started her working career at the Slovak Technical University, continuing as a teaching assistant at the Pharmaceutical Faculty of the Comenius University where she completed her PhD in pharmacy. All her life, she has been attracted to activities helping children and young people. Her desire came true in 1995 when she started working for the Children's Fund of Slovakia with its goal to protect children rights and help create ideological,

conceptual and material conditions for health, social, educational and psychological care for children and youth in Slovakia. She stayed in the Fund until this day, and presently works as its director, managing projects in Slovakia such as Konto Bariéry, MIXklub, Hyperaktívne dieťa etc.

**Martin Šeliga – Direct Marketing (SK)**

**Direct mail as a fundraising method**

Working for Direct Marketing since 1997, he has gradually tried all the positions, from production, through IT and sales to management. Currently, he works as the executive director. Since 2000, he has been actively raising funds for nonprofit organizations, participating in campaigns for Greenpeace Czech Republic, Greenpeace Slovakia, UNICEF, Red Noses Clowndoctors, Publishing House of Artists Painting with Mouth and Legs, the League Against Cancer, Maják Civic Association and others. He gained much knowledge and experience of how to gain support for nonprofits in our region.

**Hana Šilhánová – Civil Society Development  
Foundation (CZ)**

**HUGO vs. KUŘE or Hodina děťom vs Pomozte...**

Hana studied sociology and for many years deals with the non-profit sector in CR. She works in the Civil Society Development Foundation from its inception and later became its Director. CSDF is one of the largest local foundations with almost 20 years of tradition with mission to help develop civil society and nonprofit sector. Since its inception, it supported almost 4,500 projects which received funding in excess of 1.5 billion Czech Korunas. Hana stood at the beginning of the collection program Help the Children which CSDF along with the Czech Television's been organizing for 13 years.

She is also a member of the Government Council for NGOs and Chair of the Executive Committee of the Donors Forum.

**Lucia Štasselová – Children of Slovakia  
Foundation (SK)**

**HUGO vs. KUŘE or Hodina děťom vs. Pomozte...**

Currently working as the manager for strategy development and fundraising, she co-established the Foundation in 1996. In the Foundation, she worked on various positions – from a manager to the program director to executive director (2002–2011). She was one of the people who initiated the project Children's Hour, helped introduce the system of project management based on Next Level methodology, for which the Foundation received awards. She was a member and chairwoman of the Executive Board of the Donors' Forum, cooperated with the Slovak Television and was one of the founding members of civil association Votum-Center for family as well as manager of projects to conduct art history and architectural research of sights in Bratislava.

**Tomáš Vyhňálek – People in Need (CZ)**

**How to increase your FR income tenfold in 5 years**

With some interruptions, he has been working for People in Need since 1996, starting as a humanitarian coordinator for post-war Bosnia and then later at various positions in PIN and UN in Kosovo, Albania, Chechnya, Lebanon, Afghanistan and Pakistan. For the past 5 years, he has led the fundraising department of People in Need and coordinated development and implementation of giving methods (Direct Dialogue, Club of Friends, Real Gift, Let's Build a School in Africa, Corporate Fundraising, SOS collections).

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**Date**

**Masterclass:** Wednesday 12 October 2011

**Conference:** Thursday-Friday 13-14 October

**Venue**

Slovenská sporiteľňa, a. s.  
Tomášikova 48  
Bratislava  
Slovakia  
[Map](#)

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Further information is available and registration is possible at [www.fundraising.sk](http://www.fundraising.sk)



**SLOVAK-CZECH  
FUNDRAISING  
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**A Good Handicraft Has a Golden Foundation  
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13-14 October 2011 Bratislava, SK

## **PROGRAM** **2nd SLOVAK-CZECH FUNDRAISING CONFERENCE**

**held under the auspices of the Prime Minister of Slovakia Iveta Radičová**

The conference allows for networking and informal sharing of expertise among fundraisers, donors, consultants, marketers, suppliers of fundraising services, and others interested in the topic of raising funds. It brings an opportunity for increasing their expertise and brings inspiring fundraising ideas from experienced experts working nationally and internationally, advancing professional fundraising and promoting the development of the fundraiser profession in our countries.

<b>Thursday 13th October 2011</b>					
<b>From</b>	<b>To</b>	<b>Topic</b>	<b>Guest</b>	<b>Country</b>	<b>Organization</b>
8:30	9:00	Participant registration			
<b>9:00</b>	<b>9:20</b>	<b>Introductory speech by the General Director of Slovenská sporiteľňa, a.s.*</b>	<b>Jozef Síkela</b>	SK	Slovenská sporiteľňa, a.s.
<b>9:20</b>	<b>9:40</b>	<b>Address by the Plenipotentiary of the Government of the Slovak Republic for Development of Civil Society*</b>	<b>Filip Vagač</b>	SK	Government of the Slovak Republic
<b>9:40</b>	<b>10:30</b>	<b>Listen for the dreams of your donors*</b>	<b>Kay Sprinkel Grace</b>	USA	Transforming Philanthropy
10:30	11:00	Coffee Break			
<b>11:00</b>	<b>11:45</b>	<b>A recipe for the integration of social campaigning and individual support*</b>	<b>Bernhard Drumel</b>	AT	Supporting Change
<b>11:45</b>	<b>12:30</b>	<b>How creativity attracts attention and money*</b>	<b>Martin Mazag</b>	SK	PRime time
12:30	13:30	Lunch			

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



Thursday 13th October 2011					
From	To	Topic	Guest	Country	Organization
13:30	15:00	Breaking the NGO Cycle of Poverty*	Tony Myers	CAN	Myers & Associates
		How to increase your fundraising income tenfold in five years	Tomáš Vyhňálek	CZ	People in Need, o.p.s.
		HUGO vs. KUŘE or Hodina deťom vs. Pomozte deťem	Lucia Štasselová Alena Šváchová	SK CZ	Children of Slovakia Found. Civil Society Development Foundation
15:00	15:30	Coffee Break			
15:30	17:00	Building and cultivating relationships with donors*	Kay Sprinkel Grace	USA	Transforming Philanthropy
		Turning plans into reality : how to correctly design an organization's fundraising strategy	Jana Kelecsényi	SK	Slovak Committee for UNICEF
		Telemarketing – support your results with “more personal” contact	Ota Kubinec	CZ	Duha Movement
17:00	17:30	Coffee Break			
17:30	18:30	Is your Board driving you crazy?*	Tony Myers	CAN	Myers & Associates
		Fundraisers of all countries, unite!	Igor Polakovič	SK	Center for Philanthropy
		When funds run out: How to face the threat of underfunding with confidence?	Jana Ledvinová	CZ	Slovak Fundraising Center
18:30		Conclusion of the 1st Day of Conference			
19:00		Buffet dinner			

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Friday 14th October 2011					
From	To	Topic	Guest	Country	Organization
9:00	10:30	<b>Major donors: Who are they and how can we attract them?*</b>	<b>Kay Sprinkel Grace</b>	USA	Transforming Philanthropy
		<b>Can it be done? How to manage cooperation of a charity and business</b>	<b>Andrej Kiska</b>	SK	Good Angel
		<b>Dead donor, good donor</b>	<b>Jan Kroupa</b>	CZ	Czech Fundraising Center
		<b>Legacy Giving Campaign</b>	<b>Jozef Jarina</b>	SK	AKNS, Bardejov Com. Foundation
		<b>Children's Fund SR – Experience with Legacy Giving</b>	<b>Alena Synková</b>	SK	Children's Fund of Slovakia
10:30	10:50	Coffee Break			
10:50	11:50	<b>"It takes two to tango" – NGO/business-partnerships*</b>	<b>Barbara Janker</b>	AT	World Wildlife Fund Austria
		<b>Building endowments and long-term financial reserves of a foundation</b>	<b>Peter Medved'</b>	SK	Ekopolis Foundation
		<b>The range of fundraising opportunities is endless</b>	<b>Sefo Raclavský</b>	SK	F84, n.f.
11:50	12:10	Coffee Break			
12:10	13:10	<b>Fundraising in Central and Eastern Europe: The view from WWF*</b>	<b>Andreas Beckmann</b>	AT	World Wildlife Fund DCP
		<b>Database marketing solutions</b>	<b>Martin Šeliga</b>	SK	Direct Marketing
		<b>Fundraiser's guide to the Internet</b>	<b>Jitka Nesrstová</b>	CZ	VIA Association
		<b>Black sheep of fundraising</b> (by invitation only)	<b>Igor Polakovič</b>	SK	Center for Philanthropy
			<b>Katarína Bartovičová</b>	SK	Slovak Fundraising Center
13:10	13:40	<b>Power of Yes*</b>	<b>Tony Myers</b>	CAN	Myers & Associates
13:40		<b>Conclusion of the conference</b>			

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## SLOVAK-CZECH FUNDRAISING CONFERENCE

### For whom?

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13-14 October 2011 Bratislava, SK

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