



Details of Sessions

Fundamentals of Fundraising

Per Stenbeck – Stenbeck Fundraising (SWE)*

There is more to fundraising than meets the eye. Successful fundraising demands total dedication and passion for your cause. This plenary will acquaint you with the ten basic principles of fundraising, the two main strategies of fundraising, the main fundraising sources in fundraising to tap for money, the fundraising matrix and finally Per's three golden rules of fundraising. The presentation will draw on Per's thirty years of experience in fundraising in Sweden as well as around the world.

Communicating With Existing and Prospective Donors

Richard M. Pordes - Richard M Pordes (USA)*

Communicating with people to persuade them to donate is very different from communicating with people to inform or to educate. This workshop will explain the differences and why we need to re-learn communications if we want to be successful in raising funds. The workshop will cover the following topics:

- The age of scepticism. Why does no one believe any more?
- Fundraising communication vs. information communication
- Emotions vs. reason
- How to explain your cause in 15 seconds
- Direct vs. indirect communications
- Which people are most responsive to fundraising communication?
- How do we get people to "listen" to us?
- Four cornerstones of successful fundraising: Attention, Involvement, Desire, Action.

- Applying principles of fundraising communications to fundraising channels.

Knowledge about these topics will determine whether your non-profit organization can raise funds successfully from individual donors. This workshop will be run as an interactive seminar/workshop. It is designed mainly for beginners, and will explore the basic concepts of fundraising communications. It will require participation in an active way. There will be some group exercises, conducted in English (with translations), but no one will be forced to address the other participants in English.

Fundraiser as a Strategist Who Addresses the Donors, Not the General Public

Lucia Štasselová – RTVS (SK)

What are the essential requirements of a successful fundraiser? One can learn to be good at it, but has to also have some fundamental potential. After 10 years as Director of the Children of Slovakia Foundation I realised that some skills can be acquired. My hitherto personal experience has taught me that the key ones are faith and conviction, authenticity, responsibility, personal engagement and integrity, determination and efficiency. My presentation will discuss concrete practical examples to illustrate why these personality prerequisites of a successful fundraiser are crucial. I shall outline the basic skills required for strategic planning and implementation of fundraising activities. I shall explain the path from a donor to you, how to show donors the effect of their donations, how to communicate with a donor – what attracts a donor. We will also look at two

different approaches to systematic fundraising: approaching fundraising as „search for opportunities“, or as a „strategic approach“.

Money or Life

Jana Ledvinová – Czech Fundraising Centre (CZ)

Some are attracted by the idea of security, insurance and money, others may prefer to follow their dreams regardless of uncertainty and scarcity. And some of us do not quite know which path to choose. We waver between the two worlds and try to get the most of each. Yet perhaps it is unnecessary to follow either path. Just as in the nature there are borders between an ocean and a land, or between a forest and a meadow which are inhabited by a vast range of species, we too can stay on the border. Two decades of transformation of our society enabled the corporate and civic sectors to develop according to their ideas. Both are starting to hit their limits and to overlap. The workshop Money or Life focuses on a range of opportunities how to link the corporate and non-profit sectors, how to make the most of both and to contribute to their further development.

Introduction to Direct Mail

Per Stenbeck – Stenbeck Fundraising (SWE)*

No other fundraising technique in modern times has raised more money for charities in the western world than direct mail (DM). This interactive workshop will help you understand how to build a successful direct mail programme from scratch from recruitment of new donors to building loyalty thereby strengthening the bond between you and your donors. Targeting, messaging and putting

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together a convincing DM package will allow you to go from words to deeds and build your own DM program giving you a reliable income stream for years to come as well as a loyal supporter base advocating for your cause.

Better to See One Than Read a Hundred Times – Video and Its Potential for the Development of Fundraising

Eduard Marček – Slovak Fundraising Centre (SK)

Video has recently become an increasingly frequent tool to address the public and communicate with donors. Also due to new technologies and media, such communication solutions are increasingly accessible also for smaller organisations that previously lacked adequate funds or did not consider this means of communication. Do join us amidst the conference bustle to relax and get inspired. You will learn how to use video as a means to creatively and innovatively approach the public; how to use it in support of your ideas; how to use video to communicate, build relations and acknowledge donors; show the impact of your work, or to approach new groups of supporters. The showcase of campaigns and fundraising videos from abroad will offer inspiration to your practice. You are bound to leave the session with a bug in head and thinking whether the use of video might be the right path for you as well. Note: The videos are in the original language (mostly in English or with English subtitles without interpreting). The accompanying talk will be provided in Slovak.

The Most Important Investment Into Fundraising of All Times!

Jan Kroupa – Czech Fundraising Centre (CZ)

What is the first and in fact the most important investment into fundraising about which so many organisations in the Czech Republic and Slovakia linger and hesitate? What can kick start your fundraising within a few months, or, on the contrary, kill it for many years to come? Your fundraiser! Where to seek one? How to choose one? What should a fundraiser know? How to include a fundraiser in the operating system of your organisation? How to remunerate, motivate and guide them? These are the topics to be addressed at a workshop filled with discussion, practical examples and case studies. "Undoubtedly there are still too few professional fundraisers in Central Europe. Fortunately, within the last two-to-three years there have been a growing number of organisations that decided to hire full-time or at least a part-time fundraiser. Since they often do not know how to approach recruitment, they often invite us to the selection process, or hire us to guide or coach their fundraisers over the first two years. Dozens of consultations inspired me with a lot of thoughts, ideas and gave me practical experience which I wish to share."

Monthly Giving in Emerging Fundraising Markets - How to overcome the challenges you will face

Rich Fox – Rich Fox & Associates (USA)*

Rich Fox is one of the first to successfully introduce monthly giving around the world. Learning many valuable lessons along the way, Rich Fox has

helped literally hundreds of organizations to establish some of the earliest monthly giving programs on four continents - in Europe and North America more than 20 years ago, in South America and Asia over the past 10 years, and most recently in India, Japan, Malaysia and China. In each of these places, often few, if any, local examples of successful programs existed. Using a fully interactive approach, this session is aimed at alerting you to the challenges which you will face in setting up such programs in a newer fundraising market, and at providing you with the knowledge and skills to overcome these challenges. Fundraisers developing monthly giving programs will find this workshop invaluable in both avoiding mistakes, and in more quickly advancing their monthly giving efforts.

To Be a Sailor or a Pirate on the Voyage Towards Fulfilling a Vision?

Martina Tvrdoňová – WellGiving (SK)

What is the DNA of your organisation? Are you more attracted to being a sailor or a pirate? The presentation will attempt to create an organisation with a unique DNA where one of the genes aims to generate profit, which is to be used to create opportunities for people in need and to sustain long-term projects. It will offer an exchange of experience from a developing organisation that has received two awards for the support to innovative social enterprise NES₅T. The organisation discovers the secrets of social enterprise, merchandising, marketing, development of product portfolio, and the use of a loan. It works predominantly online and tries to achieve synergy of its projects.

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A Runway for Major Donors

Petra Krystiánová – VIA Foundation (CZ)

Jana Pacalová – VIA Foundation (CZ)

Acquiring and retaining a major donor is a challenge for all fundraisers. How to initiate a contact and develop a relationship? It can be done affordably and effectively, for instance through charity dinners or involvement in a charity run team. Jana will briefly introduce a concept of a charity dinner, the income from which is around CZK 250,000 with the cost running up to several thousand Czech korunas. She will also tell you how the VIA Foundation started using individual donors in the Prague International Marathon (held thrice a year) as volunteer fundraisers with the aid of payment widget Darujme.cz. The last two rounds that VIA joined for the first time brought together 11 people who jointly raised CZK 105,295. Jana will also share the secrets of philanthropic Emil. It is also worth making „some“ investment into the work with donors and to acquire a number of major donors simultaneously. Such a campaign doesn't merely mean acquisition of funds, but particularly development of lasting relations, opening doors to new donors and equally development of the entire organisation (strategic plan, feasibility studies, etc.). To illustrate the know-how, Petra will use a case study of an endowment campaign.

Raise Euro 63 million for a new Museum – Child's Play!

Pippa Carte – London Children's Museum (UK)*

Using a case study of the London Children's Museum hear how we have built a fundraising campaign from scratch. How do you make the case

for fundraising investment? What are the basic building blocks you'll need for success? What might you need to tell your story? What tools and ways of working will you need to fundraise effectively? How do you engage and use your supporters and your Board? How to create a team and plan your resource with a limited budget? What are the benefits and opportunities of fundraising in a small, start-up charity? There will be time for discussion.

We Want to Launch Direct Mail, But How to Afford It?

Zora Richtárečová – FC Group (SK)

The presentation will shed light on the issue and system of pre-financing for direct mail campaigns. It aims to dispel concerns about pre-financing and to explain NGOs the unique opportunity of using cooperation and support by agencies involved in innovative and effective fundraising. In connection with some concerns it will highlight scenarios of some Slovak philanthropists being constantly misused. The presentation will offer practical examples from the major players in the NGO sector.

Uncharitable

Dan Pallotta – Advertising for Humanity (USA)* – video lecture

Uncharitable is for anyone who cares about the great causes of our time. It ventures where no other book has dared to go. Where other well-intended books suggest ways to improve performance within the existing nonprofit paradigm, Uncharitable argues that the paradigm itself is the problem, and calls into question our

fundamental canons about charity. Its insurgent thesis is that society's nonprofit ethic undermines our ability to eradicate great problems, and, ironically, puts charity at a severe disadvantage to the for-profit sector at every level. This economic apartheid denies charity the powerful tools of capitalism, while everyone else is permitted to use them without restraint. This all occurs in the name of charity, but it is a charity whose principal benefit flows to the for-profit sector. For example:

- **Compensation:** We allow the for-profit sector to pay people millions, but don't want anyone paid a high salary in charity. This sends most of our top talent directly into the for-profit sector.
- **Advertising:** We let Apple and Coca-Cola inundate us with advertising, but don't want important causes "wasting" donations on paid advertising. As a result, the voices of our great causes are largely muted while consumer products get lopsided access to our attention, 24 hours a day.
- **Vision:** We let for-profit companies invest in the long-term, but want our charitable donations spent immediately in this fiscal year to help the needy. That means charities can't set aside funds to develop long-term solutions.
- **Learning:** We aren't upset when Paramount makes a \$200 million movie that fails, but if a charity experiments with a bold new fundraising event that disappoints we want heads to roll. So our charities are petrified of trying any bold new endeavors and are unable to develop the powerful learning curves the for-profit sector can.

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- **Capital:** We let for-profit companies raise massive capital in the stock market by offering investment returns, but we forbid the payment of a financial return in charity. Thus the for-profit sector monopolizes the capital markets while charities are left to beg for donations.

At a tactical level, Uncharitable also shows how the question we've all been trained to ask to evaluate a charity – "What percentage of my donation goes to the cause?" – is deeply flawed, gives dangerously misleading information, and can reward charities that provide poor service and hurt those that are doing the most good. It also shows how these measures force charities into a fearful and perpetually cautious posture, and prohibits them from pursuing their boldest dreams of a better world. Uncharitable is a manifesto that puts a new cause on the map - equal economic rights for charity. Its greatest achievement may be to awaken society to the fact that they are so unequal to begin with. This session will offer video lecture of the author addressing these issues and will also provide space for discussion.

The Strategic Loop

Alex Buchinger – abc-fundraising.at (AT)*

From goals to strategy to operational planning to your fundraising success. At this workshop you will experience how the strategy loop will help you to define the right goals, create your fundraising strategy and your operational planning. It's mostly the homework, what will cause your fundraising success. 80 % of your fundraising success will base on well-defined goals, the right fundraising strategy and the operational planning. The strategy-loop is a

method to help you to focus on the important steps from analysing to implementation. What are the important questions, some methods and practical tips how to work with the strategy loop.

Actual On-line Giving in Slovakia Has Just Begun!

Igor Polakovič – Centre for Philanthropy (SK)

The dream of every non-profit organisation is to offer simple, affordable and regular (!) means of giving directly via the Internet or even a newsletter. Whoever tried it learned that implementation of the so called e-commerce elements is physically and financially extremely demanding. Moreover, you need a donor database and a communication system that is connected to this type of service. This has been one of the reasons why a number of NGOs have given up and the only thing they offer to donors is their bank account... A new service for NGOs, however, changes everything and on-line giving in Slovakia can begin at last! If you wish to learn more, do not miss this session.

Fundraising and Creativity – A Virtue Driven by Need?

Jana Havlenová – Sue Ryder Home (CZ)

Matěj Lejsal – Sue Ryder Home (CZ)

Fundraising is often presented as a planned, long-term and systematic activity. As such it requires adequate resources. When building or developing fundraising one needs to take into account investment-related expenses: I spend today in order to generate future profit. When funds are scarce to secure core activities, the position of the entire team on giving and its development is

absolutely crucial. The Sue Ryder Home experience shows that even deep financial crunch and the threat to the organisation can serve as a catalyst for attitudinal change in team. Similarly, the urgency of the difficult financial situation may prove one of the sources of inspiration and creativity. The presentation will introduce some of the successful fundraising campaigns and projects at the Sue Ryder Home by placing them into the context of organisational growth and development. Further attention will be given to the concept of charity shops and their connection to donor search and acquisition.

Effective Management of Fundraising Projects – A Safe Road to Success

Lucia Štasselová – RTVS (SK)

We shall explore specific examples from practice to see how the managed process can help raise funds in an organisation. I shall build upon my own 10-year experience of fundraiser in the largest children's foundation in Slovakia, the Children of Slovakia Foundation. I shall argue why it is important to include fundraising into the everyday project management and its modification for fundraising at the foundation. I shall outline how we successfully applied the project management method at the Children of Slovakia Foundation in organising campaigns and charity events.



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**American Sci-fi and the Czech Reality, or
Reasons Why It Does (Not) Work**
**Kateřina Valeřov – st Community Foundation
(CZ)**

Following an encounter in 1996 with Peter de Courcy Hero, the Chairman of the US National Community Foundations Committee, the Community Foundation in st nad Labem presented the American Charles Stewart Mott Foundation a funding application to create the first Czech community foundation. It thus received a three-year grant that enabled it to launch a transformation of the Regional Fund into the community foundation. The Mott support was extended until 2007. This is no wonder that it left a mark on the transfer of know-how from abroad, particularly in the area of donor relations. In 2004 it changed the system of receiving donations into a development of donor funds, focusing particularly on corporate donors, but also on individual ones. A range of events were organised (charity dinners or golf tournaments) and launched the communication of legacies. The conference presentation will focus on individual steps made by the Foundation since 2004 in donor relations, its motivations and its experience with a range of tools. It will focus particularly on practical aspects and possible transfer of know how.

**The Legacy Leadership Program - How to
move your donors to leave a Legacy to your
organization**
Rich Fox – Rich Fox & Associates (USA)*

Rich Fox gives an overview of his unique Legacy Leadership Program, which has achieved extraordinary success in moving many donors to leave Legacies to organizations. He will outline what you will need to start a Legacy marketing program, how to target donors, how to communicate with them by mail and phone, and how to build a stronger relationship with them in order to maximize the size of the Legacy that they will leave to you. Rich Fox has found that many of the people who leave charitable bequests had been only low value donors for a number of years (and often lapsed) - not the kind of people who you would expect to leave a large legacy. His program uses a combination of direct mail and the telephone in an extraordinarily soft and non-aggressive manner in order to find such people, move many of them to write a will naming your organization, and to let you know that they are doing so. Participants will learn how the program works, how successful this approach has been for other organizations, and how valuable it could prove to be for you. If you are considering Legacy marketing, you won't want to miss this session.



**Are Your Board Members Bored? Ideas to
inspire, engage and get value from of your
Board**
Pippa Carte – London Children's Museum (UK)*

We all find it easier to do what we really want to do. Are your Board having fun, do they feel involved in your charity, do they feel their time is valuably used? If not, could that be why they aren't supportive of your fundraising? Join me to take a look at some different models of how Boards can work, how to set expectations of Board members and how to shape contributions of individuals. Learn how to treat your Board members like major donors, planning the relationship, ensuring they are thanked and acknowledged and celebrating success together. Drawing on my experience as a Trustee and as a career fundraiser I'll share perspectives of sitting on both sides of the table. There will be time for discussion.

Direct Marketing and Its Use in Fundraising
Martin řeliga – Direct Marketing (SK)

The presentation will discuss the tools of direct marketing, donor acquisition, increase of contributions from current donors, reactivation of lapsed donors and communication with donor base through direct marketing tools. It will address direct marketing in general, as well as its pros and cons. It will outline the traditional tools of direct marketing and their possible use in fundraising within the Slovak context. Using examples from the commercial sector (in order to avoid presenting results of a specific NGO), the presentation will highlight the use of individual tools and a direct marketing campaign as a whole.

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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

Masterclasses: Wednesday 10 October 2012

Conference: Thursday-Friday 11-12 October '12

Venue

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

[Map](#)

How much is it?

Masterclass (only Wed 10 October 2012)

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

Conference (only Thu-Fri 11-12 October 2012)

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

Masterclass + Conference (10-12 October 2012)

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

The fee includes also conference materials (including from the 1st and 2nd Fundraising Conference), lunch and buffet dinner on 11 Oct (for conference delegates) and coffee refreshments.

The number of delegates is limited.

Registration runs until 7th 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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Speakers (A-Z)

Alex Buchinger – abc-fundraising.at (AT)* The Strategic Loop

Alex Buchinger is Fundraising Consultant and Business Coach and runs his own business (abc-fundraising.at) since Dec. 2010. From 2005–Dec. 2010 he worked as Fundraising Consultant with the fundraising competence group, one of the large fundraising agencies in Austria. At this time he worked with different NGOs in Austria, Hungary, Slovakia and the Czech Republic in the fields of fundraising and NGO-Marketing. The years before, he worked in different NGOs, in management functions (WWF, Boy Scouts and Girl Guides Association). Alex Buchinger was member of the board of the Austrian Fundraising Association and in charge of the Fundraising-College in Vienna, the official education of fundraisers in Austria. He was and is lecturer at different national and international fundraising congresses (Austrian Fundraising Congress, IFC in Holland, CEE Fundraising Congresses) and at different educational institutions in Austria.

Pippa Carte – London Children's Museum (UK)*

- **Raise Euro 63 Million for a New Museum – Child's Play!**
- **Are Your Board Members Bored? Ideas to inspire, engage and get value from of your Board**

Pippa has 17 years' experience in marketing and fundraising. Before joining the team at London Children's Museum in January 2012 to lead a capital appeal for Euro 63m she worked as both Director of Fundraising and Director of Development/Major Gifts at WWF-UK. Pippa has also worked in marketing agencies such as

Ogilvy&Mather directing strategy and delivering campaigns for major charity brands such as The Salvation Army, The Royal British Legion and Marie Curie Cancer Care. In her early career Pippa developed her marketing skills with commercial clients such as Volvo, Eurotunnel and AVIVA. Pippa is also a Trustee of Make-A-Wish UK.

Rich Fox – Rich Fox & Associates (USA)*

- **Telephone Fundraising 1: Latest Thinking. An Overview** (Masterclass 10 October 2012)
- **Telephone Fundraising in Action 2.: How to write telephone scripts that work** (Masterclass 10 October 2012)
- **Monthly Giving in Emerging Fundraising Markets - How to overcome the challenges you will face**
- **The Legacy Leadership Program - How to move your donors to leave a Legacy to your organization**

Chairman and Chief Executive Officer of Rich Fox & Associates, Inc., Rich Fox has trained and consulted on four continents with hundreds of leading NGO's and charities, such as UNICEF, Medecins Sans Frontieres/Doctors Without Borders, UNHCR, Oxfam, Greenpeace, Red Cross, and Amnesty International. World renowned as an expert in the relationship building, monthly giving and Legacy marketing uses of direct mail, telephone and the Internet, Mr. Fox has presented often throughout the world including in the United States, United Kingdom, France, Brazil, Japan, Korea, Thailand, India, Germany, the Philippines, Sweden, and twelve different times at the International Fundraising Congress in the Netherlands. Mr. Fox, who is headquartered in California in the United

States, has been honored for his lifetime achievements by being named a Fellow of the United Kingdom's RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce).

Jana Havlenová – Sue Ryder Home (CZ) Fundraising and Creativity – A Virtue Driven by Need?

Jana graduated from the University of Economics in Prague, specialising in foreign trade. She held various trading positions in production companies, through personnel consulting, to PR and marketing. As a volunteer she started visiting clients on behalf of the Sue Ryder Home in 2005. By 2008 she joined the Sue Ryder team professionally and focused on fundraising. Under her guidance the organisation built its fundraising department that is responsible for acquisition of about a third of the annual budget of the Home (c. CZK 18m).

Jan Kroupa – Czech Fundraising Centre (CZ) The Most Important Investment Into Fundraising of All Times!

With over 15 years of experience, Jan has been working as a consultant, lecturer and analyst in philanthropy, fundraising and civic organisations management in the Czech Republic and over a dozen of countries worldwide, particularly in Central and Eastern Europe. Co-founder of the Czech Fundraising Centre, President of NETT (an independent think tank for civil society, www.ttnett.cz) and member of a number of Boards in non-profit organisations, Jan is also a research assistant at the Institute of Macroeconomics of the Czech Academy of Sciences and a doctoral student in Ethics at the Charles University.

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Speakers (A-Z)

Petra Krystiánová – VIA Foundation (CZ) A Runway for Major Donors

Petra Krystiánová currently runs the Development of Philanthropy programme at the VIA Foundation and the Endowment Campaign. She helps the publicity and development of individual giving, works with major donors and recipients of donations, and aims to increase the attention given to philanthropy in the media. She works with foundations in Central and Eastern Europe (currently the Viability net programme) and with donors in the USA (Friends of VIA). Prior to joining the Foundation she first worked as a journalist (Lidové noviny), then as project coordinator and eventually was Fundraising Director at Greenpeace Czech Republic.

Jana Ledvinová – Czech Fundraising Centre (CZ) Money or Life

As international coach and consultant, Jana has been providing training and consultations in resource development, personnel management, strategic planning, marketing, advocacy, and partnership development in over twenty countries and a range of organisations in transition. She works in the Czech Fundraising Centre in Prague. The Centre desires to see an authentic, vital and vibrant civil society in the Czech Republic and Eastern Europe, helping civil society leaders and communities to acquire skills and tools to build trust and long-term independence.

Matěj Lejsal – Sue Ryder Home (CZ) Fundraising and Creativity – A Virtue Driven by Need?

Matěj Lejsal is Director of the Sue Ryder Home where he first started as Finance Manager sharing a responsibility for its operational financing. He focuses on social service financing and economic management of the NGO. As Deputy Chairman of the NGO platform for social and health-social service providers Matěj has been recently appointed member of the Government Council on NGOs. He studied business economics and management at the Economics University in Prague alongside with social work at the Faculty of Philosophy, Charles University. He is external lecturer at the Department of Management and Supervision at the Faculty of Humanities, Charles University.

Eduard Marček – Slovak Fundraising Centre Better to See One Than Read a Hundred Times – Video and Its Potential for the Development of Fundraising

Eduard has been working in the non-profit sector for 15 years. He has been fundraising and financing consultant for NGOs, and covers also corporate community involvement as part of corporate social responsibility and cross-sector cooperation. He founded several civic associations and is author of numerous analyses and publications. Eduard has taken part in a number of international projects on development of cross-sector cooperation and fundraising capacities of NGOs in Central Europe. He is co-founder and Chairman of the Slovak Fundraising Centre and represents Slovakia in the European Fundraising Association.

Jana Pacalová – VIA Foundation (CZ) A Runway for Major Donors

Jana Pacalová is Fundraising Manager at the VIA Foundation, responsible for individual donors. She oversees donor acquisition and comprehensive donor services (information about projects, repeated giving, donor upgrades and organisation of events). She believes that individual donors can become ambassadors for the VIA Foundation and its active fundraisers. She also fulfils the vision through the concept of Philanthropic Emil at the Prague Marathon.

Igor Polakovič – Centre for Philanthropy (SK) Actual On-line Giving in Slovakia Has Just Begun!

Igor works at the Centre for Philanthropy as Manager of Easy Giving – a project on individual giving. He focuses particularly on facilitation of the process of giving in Slovakia and runs the Coalition for Promotion of Individual Giving. Igor is also public lecturer and consultant, and serves as external consultant for Greenpeace Slovakia. Until 2009 he was Community Fundraising Manager at Greenpeace in New Zealand responsible for a department that focused on individual donor acquisitions. He helped Greenpeace to expand fundraising activities in Central and Eastern Europe.





Speakers (A-Z)

Dan Pallotta – Advertising for Humanity (USA)* – video lecture **Uncharitable**

Dan Pallotta is a builder of movements. He invented the multi-day AIDSrides and Breast Cancer 3-Days. These events altered the landscape of options for the ordinary individual yearning to make an extraordinary difference. 182,000 people of all shapes, sizes and backgrounds participated in these inspiring, often grueling, long-distance events, which raised \$582 million in nine years - more money raised more quickly for these causes than any private event operation in history. Three million people donated to the events. Dan also created the "Out of the Darkness" suicide prevention events, which brought that issue out into the open. The event concept has netted millions for the cause. Dan's career as the architect of these heroic journeys for humanity began as an undergraduate at Harvard in 1983 where he chaired the Hunger Action Committee and recruited 38 of his classmates to join him in bicycling 4,200 miles across America to raise money for Oxfam and to heighten awareness of the plight of the hungry. Dan is the author of "Uncharitable: How Restraints on Nonprofits Undermine Their Potential". The Stanford Social Innovation Review said that it, "deserves to become the nonprofit sector's new manifesto," and it has contributed to a new conversation about economic freedom for the humanitarian sector. Dan is a featured weekly contributor to the Harvard Business Review online.

Richard M. Pordes - Richard M Pordes (USA)*

- **Starting an Individual Donor Program 1**
(Masterclass 10 October 2012)
- **Starting an Individual Donor Program 2**
(Masterclass 10 October 2012)
- **Communicating With Existing and Prospective Donors**

Richard founded his consulting company in January 2006, after more than 30 years with UNICEF in a variety of communications, marketing and fundraising posts. As Senior Fundraising Advisor, he was instrumental in leading and motivating UNICEF's National Chapters and Country Offices to achieve greatly improved results from fundraising. Much of this success came from his early adoption of international mailings as a dynamic new channel for fundraising and donor acquisition. In the 1990s, Richard introduced direct response fundraising and monthly giving to UNICEF Chapters in Hong Kong, Japan and Korea. He also advised and supported UNICEF chapters in Australia, Canada, Germany, New Zealand, the United Kingdom and the United States. From 2000 until 2006, he helped UNICEF initiate and expand fundraising activities in developing countries, guiding UNICEF Country Offices in Brazil, China, India, Indonesia, Mexico, the Philippines and Russia. Since leaving UNICEF, Richard has advised numerous non-profit organizations including WWF, Save the Children Alliance, Doctors without Borders (MSF), UNHCR: the UN Refugee Agency, Amnesty International, the Nonviolent Peaceforce and Operation Smile. Richard is a frequent speaker at international fundraising conferences. He is a Certified Fundraising Executive (CFRE) and has served on the Operating Committee of the US Direct Marketing

Association's International Council and its Non-profit Federation. He has published numerous articles for the non-profit press and has won three DMA Echo Awards for his work in direct response fundraising.



Zora Richtárechová – FC Group (SK) **We Want to Launch Direct Mail, But How to Afford It?**

As early as during her university studies Zora looked at the effect of marketing on the economy of non-profit organisations. She took part in philanthropic programmes – support to education and fair trade in Kenya and South Africa. Zora was among the first to work in the acquisition of funding from the European funds at the Czech Ministry of Transport at the time of the country's integration into the EU. She acquired experience in direct mail fundraising through four-year cooperation with major foundations, such as the Charter 77 Foundation, the Czech Red Cross, The Sclerosis Multiplex Foundation, The Prague ZOO, and Alia – a civic organisation for children with hearing impairment. She currently works for FC Group that focuses on fundraising services to NGOs.

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Speakers (A-Z)

Per Stenbeck – Stenbeck Fundraising (SWE)*

- **Fundamentals of Fundraising**
- **Introduction to Direct Mail**

Per Stenbeck left a career in commercial marketing and advertising for fundraising and non-profit leadership thirty years ago. He has since been Director of Fundraising and Public Affairs in Swedish Save the Children, CEO of Greenpeace Nordic, CEO of the Resource Alliance in London, International Fundraising Director of Unicef and most recently founder and CEO of WaterAid Sweden. After retirement a year ago Per became a consultant in fundraising and non-profit leadership. Per is a frequent speaker all over the world on fundraising-related topics.

Martin Šeliga – Direct Marketing (SK)

Direct Marketing and Its Use in Fundraising

Martin has been working at Direct Marketing since 1997, experiencing all positions from production, through IT and trade, to management and is currently its Executive Director. Since 2000 he has been actively involved in NGO fundraising, having taken part in Greenpeace campaigns in the Czech and Slovak Republics, as well as those by UNICEF, Red Nose, Medical Clown, Publishing House of Artists Painting with Mouth and Legs, League against Cancer, Lighthouse etc. Over time he has acquired a range of experience and knowledge in gaining support to NGOs in our region.

Lucia Štasselová – RTVS (SK)

- **Fundraiser as a Strategist Who Addresses the Donors, Not the General Public**
- **Effective Management of Fundraising Projects – A Safe Road to Success**

In 1996 she co-founded the Children of Slovakia Foundation. In 2002–2011, when she served as its Executive Director, the Foundation became the major and best known independent foundation to help children and youth in Slovakia. From the beginning until 2012 the Foundation distributed 5,679,245 EUR through grants and scholarships. She co-initiated a project Children's Hour (Hodina deťom), the best known fundraising campaign for the children in Slovakia, participated in the introduction of project management based on the Next level method that brought the Foundation an award. During her service to the Foundation she launched a project of the Learning Centre that introduced innovative learning trends in Slovakia. She was member and Chairperson of the Executive Board of the Slovak Donors Forum, cooperated with the Slovak Television and is a founding member of a civic organisation Votum - Centre for Families. She also worked at the City Heritage Protection Institute as architect and project manager for art-history and architecture reviews and heritage restoration in Bratislava. She is currently working as a manager for cooperation with non-profit and charitable projects in Radio and Television of Slovakia.



Martina Tvrdoňová – WellGiving (SK)

To Be a Sailor or a Pirate on the Voyage Towards Fulfilling a Vision?

Her name is connected with individual giving and the major Slovak giving portal dakujeme.sme.sk, with social enterprise project zDobrychRuk.sk and a service portal dvepercenta.sk. She provides consulting in corporate philanthropy to such clients as the General Credit Bank Foundation (Nadácia VÚB banky), Deloitte and HB Reavis for which she manages grant programmes. Martina worked at the Centre for Philanthropy between 1997 and 2007 being responsible for consulting and management of philanthropic programmes for Orange and the Slovak Gas Industry. She is currently Director of a civic organisation WellGiving.

Kateřina Valešová – Ústí Community Foundation (CZ)

American Sci-fi and the Czech Reality, or Reasons Why It Does (Not) Work

Kateřina graduated from the Faculty of Social Studies, specialising in social policy at the Masaryk University, Brno. Though her studies predetermined her to the career in civil service or a social worker, she joined the Community Foundation in Ústí nad Labem in 2003 to fill a newly created position of donor relations manager. In 2004 she completed a course at the London School of Public Relations focusing on PR and communication. In addition to the donor relations, she subsequently started to intensely work also on building the reputation of the Foundation. After nine years on the job she says: "It is a great adventure which I share with wonderful people around me, be them colleagues or donors."

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**SLOVAK-CZECH
FUNDRAISING
CONFERENCE**

No Money, No Funny? Investing in Fundraising.

10-12 October 2012 Bratislava, Slovakia

Speakers (A-Z)

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

Masterclasses: Wednesday 10 October 2012

Conference: Thursday-Friday 11-12 October '12

Venue

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

[Map](#)

How much is it?

Masterclass (only Wed 10 October 2012)

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

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- 1 delegate: 119 EUR
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Masterclass + Conference (10-12 October 2012)

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The number of delegates is limited.

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Payment details

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Details and Registration > www.fundraising.sk/conference



PROGRAM OF THE 3rd SLOVAK-CZECH FUNDRAISING CONFERENCE

Wednesday 10 October 2012 – Masterclass					
From	To	Topic	Guest	From	Organization
13:00	13:30	Registration of masterclass and conference delegates			
13:30	15:00	Starting an Individual Donor Program 1*	Richard Pordes	USA	Richard M Pordes
		Telephone Fundraising 1: Latest Thinking. An Overview*	Rich Fox	USA	Rich Fox & Associates
15:00	15:30	Coffee Break			
15:30	17:00	Starting an Individual Donor Program 2*	Richard Pordes	USA	Richard M Pordes
		Telephone Fundraising in Action 2.: How to write telephone scripts that work*	Rich Fox	USA	Rich Fox & Associates
Thursday 11 October 2012 – Conference					
From	To	Topic	Guest	From	Organization
8:30	9:00	Registration of conference delegates			
9:00	9:20	Introductory Speech by Representatives of Slovenská sporiteľňa, a.s., US Embassy and British Embassy in Bratislava*			
9:20	10:00	Fundamentals of Fundraising*	Per Stenbeck	SWE	Stenbeck Fundraising
10:00	10:30	Coffee Break			
10:30	12:00	Communicating With Existing and Prospective Donors*	Richard Pordes	USA	Richard M Pordes
		Fundraiser as a Strategist Who Addresses the Donors, Not the General Public	Lucia Štasselová	SK	RTVS
		Money or Life	Jana Ledvinová	CZ	Czech Fundraising Centre



Thursday 11 October 2012 – Conference					
From	To	Topic	Guest	From	Organization
12:00	13:00	Lunch			
13:00	14:30	Introduction to Direct Mail*	Per Stenbeck	SWE	Stenbeck Fundraising
		Better to See One Than Read a Hundred Times – Video and Its Potential for the Development of Fundraising	Eduard Marček	SK	Slovak Fundraising Centre
		The Most Important Investment Into Fundraising of All Times!	Jan Kroupa	CZ	Czech Fundraising Centre
14:30	15:00	Coffee Break			
15:00	16:30	Monthly Giving in Emerging Fundraising Markets-- How to overcome the challenges you will face.*	Rich Fox	USA	Rich Fox & Associates
		To Be a Sailor or a Pirate on the Voyage Towards Fulfilling a Vision?	Martina Tvrdoňová	SK	WellGiving
		A Runway for Major Donors	Petra Krystiánová Jana Pacalová	CZ	VIA Foundation
16:30	17:00	Coffee Break			
17:00	18:30	Raise Euro 63 Million for a New Museum – Child's Play!*	Pippa Carte	UK	London Children's Museum
		We Want to Launch Direct Mail, But How to Afford It?	Zora Richtárechová	SK	FC Group
		Uncharitable (video lecture)*	Dan Pallotta (video)	USA	Advertising for Humanity
18:30		Conclusion of the 1st Day of Conference			
19:00		Buffet Dinner			



Friday 12 October 2012 – Conference					
From	To	Topic	Guest	From	Organization
9:00	10:30	The Strategic Loop*	Alex Buchinger	AT	abc-fundraising.at
		Actual On-line Giving in Slovakia Has Just Begun!	Igor Polakovič	SK	Centre for Philanthropy
		Fundraising and Creativity – A Virtue Driven by Need?	Matěj Lejsal Jana Havlenová	CZ	Sue Ryder Home
10:30	10:50	Coffee Break			
10:50	12:20	Introduction to Direct Mail*	Per Stenbeck	SWE	Stenbeck Fundraising
		Effective Management of Fundraising Projects – – A Safe Road to Success	Lucia Štasselová	SK	RTVS
		American Sci-fi and the Czech Reality, or Reasons Why It Does (Not) Work	Kateřina Valešová	CZ	Ústí Community Foundation
12:20	12:40	Coffee Break			
12:40	13:40	The Legacy Leadership Program – How to move your donors to leave a Legacy to your organization*	Rich Fox	USA	Rich Fox & Associates
		Are Your Board Members Bored? Ideas to inspire, engage and get value from of your Board*	Pippa Carte	UK	London Children's Museum
		Direct Marketing and Its Use in Fundraising	Martin Šeliga	SK	Direct Marketing
13:40	14:00	Closing Remarks and Acknowledgments			

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