



SLOVAK-CZECH
FUNDRAISING
CONFERENCE

4TH SLOVAK-CZECH FUNDRAISING CONFERENCE

Fundraising and Creativity

BRATISLAVA, SLOVAKIA
9-11 OCTOBER 2013

Creative Stewardship

JAN KROUPA - CZECH FUNDRAISING CENTRE (CZ)



Our donors are growing more and more demanding. It is thus more and more difficult to keep their loyalty. We are witnessing more and more creative ways to involve donors and to steward them. Using both local and international cases, this session will explore and discuss various creative and innovative ways of capturing and maintaining donor attention and support.

Creating a Fund Development Plan That Produces Ownership And Results*

SIMONE P. JOYAUX - JOYAUX ASSOCIATES (USA)



How you create your plan is as important as the resulting plan. An effective process builds ownership and accountability among staff and board. Your written fund development plan outlines what strategies to use and who will do the work. Your planning process helps board members understand the basic principles of good fundraising. This session will help you re-think how you create your fund development plan and what should be included in the plan.



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Communicating Means Much More than Just Asking for Money and Support

JANA MELICHERČIKOVÁ - W PRESS (SK)



Most non-profit organizations rely on fundraising, advertising, direct marketing and social media, but public relations are often neglected. Through PR, however, we can engage people in the affairs of the organization, which is very important in creating long-term relationships. Through strategic communication we build trust, demonstrate responsibility and show our gratitude for loyalty and support. Only donors who know who we are, what we do and why we do it will build trust and a relationship with us. And they will support us! Examples of the Plamienok (Little Flame) non-profit and other organizations will demonstrate how best to incorporate PR communication tools into the life of an organization. We will discuss how to present the mission and activities, but also how to communicate effectively with the media, donors and the general public.

CRM Applications for Non-Profits: How to Properly Start the Fundraising Machine Using Salesforce.com?

ALEŠ JENÍK - CRM PRO NEZISKOVKY (CZ)

CRM (customer-relationship management) applications are slowly becoming part of everyday life for non-profit organizations. To get real



benefits from their use - eg. in the form of better fundraising results - they need to be, however, used correctly. CRM for Nonprofits assists organizations with implementation as well as with workflows. It offers a unique combination of know-how and technology. What is the ideal form of CRM use? How does it work? And most importantly - CRM is not just about a donor database.

Crowdfunding is a Wilderness

SLÁVEK REJTHAR - STARTOVAČ (CZ)



How to get money and not lose fans? Practical examples of creative projects in the Czech and Slovak Republics. Crowdfunding platform is not just a payment gateway - it is a place where creative people can communicate their work before it is completed and gain new fans. It must, however, be approached with discipline and enthusiasm, and communicated on social networks and in the real world. The life cycle of a crowdfunding project is a mystery for many. I will present how it works on our portal Startovač.cz.

Donations as a Gift – Cause-Related Donations for Your Organization*

MAIK MEID - CHRISTLICHES JUGENDDORFWERK DEUTSCHLANDS / SOZIALMARKETING.DE (DE)



Everybody gets invited to parties and every time the headaches begin: What can I bring, what is really needed and how much shall I invest?

These sessions will be only in English with no interpretation



And on the other hand, the birthday child still owns everything. In that situation nonprofit organizations can be a good solution for everybody to create this triple-win-situation. Which causes are relevant and what do I have to organize when my organization will get these cause-related donations? Find practical solutions in this session.

Emotional Fundraising*

ALAN CLAYTON - CLAYTON BURNETT (UK)



The greatest fundraisers communicate emotionally to create the biggest impact and rapport with donors and their own fundraising teams. Emotional fundraising can be learned.

Introverts can be every bit as good at it as extroverts, using just three very simple techniques. Alan will distil experience with over 250 global clients into three simple learning points, with case studies, that every fundraiser can use to transform their communications and asking ability. This 3x90 min. masterclass is suitable for anybody working in fundraising from the brand new intern to the highly experienced director. You will leave with a new skill set allowing you to become exquisite at communications, leadership ... and asking for money!



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Events Fundraising: Engaging Supporters in Your Cause##

RUTH RUDERHAM - CANAL & RIVER TRUST (UK)



This 90 minutes session will look at recent research and trends in events and community fundraising, challenge myths and assumptions about this often-overlooked area of fundraising and examine inspirational case studies of best practice. The session will be predominantly practical with a strong emphasis on 'making it happen'. Learning outcomes will include action points specific to your own organisation that you can take back and implement immediately. The session is suitable for anyone looking to set up or improve their events and community fundraising programme.

Fired Up For Fundraising*

ALAN CLAYTON - CLAYTON BURNETT (UK)



Fired up fundraisers raise much more money. Fired up organisations raise even more. Evidence from years of practice combined with the results of recent research have shown conclusively that leadership and culture are the biggest drivers of fundraising success. But who are you leading? How do you get yourself fired up to get them fired up? In this plenary, Alan looks at the critical factors that separate the exquisite and brilliant fundraiser from the merely good. Fired up fundraisers are emotional and experts in working with emotions. You'll learn how channel your emotional energy to change your behaviour to better lead your teams, organisation, volunteers and donors.

Following the Path to Donor Nirvana: The 6 Realizations Approach*

TOM AHERN - AHERN DONOR COMMUNICATIONS (USA)



Join Tom Ahern in this closing plenary as he guides you through his Five Sacred Realizations of Donor Communications. (Cue the soft music.) Realization #1. Your case for support is NOT about your organization's need for cash. It's about the savory, enticing opportunity you've put in front of the prospect. #2. Every donor communication sends a message. Unfortunately, it's often the wrong message.... etc.

Forms of Donor Communication and their Effectiveness

RADOSLAV DRÁB - ÚSMEV AKO DAR (SK)
MÁRIA SOBOLIČOVÁ - ÚSMEV AKO DAR (SK)



Our civic association's current fundraising process is a planned, purposeful and long-term activity. It is based on years of knowledge, experience and the skills of our major fundraisers operating in Bratislava and Košice. Good practices will show you how we are able to gain and keep our partners and supporters. Nonprofits strongly feel the constantly deteriorating and changing conditions in the business environment. It very often takes a long time till we are able to respond to the current

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situation. In the past, there were tax credits for donations, now it is not the case. Proceeds from the existing percentage tax mechanism are declining and the public is allergic to collections. The certainty of raising funds for operations decreases from year to year. Thanks to our flexibility and systematic work with our partners and supporters, however, we have been operating for 23 years. We will be happy to present our good practices and show how fundraising in the nonprofit sector can work even in these difficult times.

Getting to the Money Through Pictures

TOMÁŠ HALÁSZ - INDEPENDENT PHOTOGRAPHER (SK)



A picture is worth a thousand words. However, at a time when we are surrounded by visual images it is important to know which images serve you, and which on the contrary could harm. What are the basic rules of visual communication for small and medium-sized fundraising campaigns? How to work with images and video not only on social media? How to make your picture tell your story? How to raise funds through photographs? All this, including inspiring examples from home and abroad will be addressed at the workshop given by Tomáš.



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Innovation. Creativity. Fundraising?

ŠTEFAN KOZÁK - CREATIVE PRO GROUP (SK)



The aim of my presentation is to inspire you to be creative, especially in fundraising. Advertising visionary Ogilvy said: "If it does not sell, it is not creative". Consider that. Times are changing, but the significance of this remains. Managers, marketers and fundraisers are categorized into visionaries and followers. Those who are creative and have a vision create the path; good followers only widen it. I will introduce you to how bold visions can help fundraisers. I will present my experience, the ups and downs in linking innovation, creativity and fundraising. We will look together at innovations and trends, introduce possible approaches and choose the ones that work or are very like to work...

Involving Your Board Members in Fundraising*

SIMONE P. JOYAUX - JOYAUX ASSOCIATES (USA)



Yes, you can successfully involve your board members in fund development. Board members can help your organization reach the Holy Grail of fundraising, donor loyalty. This isn't easy - but it's not as hard as you might think. Where do you start? First, build a good board by recruiting the right board members to do the right work. Second, help board members do the fundraising work - and that includes relationship building. You can learn easy secrets to success. You can learn harder secrets, too. Use these proven strategies and your board members will build a stronger organization and raise more money.

Kick Off Your Project With Crowdfunding Portal Nakopni.Mě

ROMAN BAROŠ - NAKOPNI.MĚ (CZ)



You have a lot of ideas and don't have the money to implement? Want to start producing a new toy or game for children? You are an artist and create beautiful things, but this costs time and money? The better idea you have, the more money you can now raise. The crowdfunding portal Nakopni.Mě is a new way to raise money for any project. Imagination has no limits in crowdfunding. Why does a good idea quickly gain a lot of fans? How can a large group of people become a tremendous source of money and support? In this workshop you will learn not only the possibilities of the Nakopni.Mě portal, but also the principles of crowdfunding, what works and what does not and what is needed for a successful crowdfunding campaign.

Love Thy Reader: The Science & Secrets of Effective Donor Communications*

TOM AHERN - AHERN DONOR COMMUNICATIONS (USA)



Tom Ahern's Love Thy Reader is an immersion into the secrets and science used by the world's most effective communicators to raise money and build an organization's image and reputation. It is distilled from hundreds of books, years of experience, and today's latest groundbreaking discoveries in psychology and

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persuasion. You'll learn dozens of utterly practical, proven techniques for attracting new support, retaining donors longer, and sending a more powerful message to your various target audiences. If you only take one class on donor communications in your career, make it this one. Thousands of attendees have acclaimed its depth, eye-opening insights, and frankness. You'll review dozens of good — and not so good — real-life examples from a wide range of nonprofits. You'll walk away having learned vital "best practices" for your newsletters, case, annual reports, brochures, direct mail, emails, and website.

Marketing Bequests: The Delicate Art of Asking for That Final Gift*

TOM AHERN - AHERN DONOR COMMUNICATIONS (USA)



A recent survey asked a sample of typical middle-class US donors, "Would you consider putting a gift for charity in your will?" More than 90% of these donors enthusiastically said yes. But then came the second question: "Have you already put a gift for charity in your will?" The dismal answer: fewer than 10% had done so. What's to blame for this striking gap? Lousy communications, plain and simple. In this brisk, no-nonsense workshop, Tom Ahern will teach you the right way to solicit bequests ... with examples of successful materials from around the world. A pivotal part of the discussion: the proven insights of the UK's "Dr. Death," a.k.a Richard Radcliffe, the world's leading researcher into legacy giving.

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Newsletters: How to Succeed (and Why Most Fail) – and Why Some Succeed Beyond Anyone's Wildest Dreams#

TOM AHERN - AHERN DONOR COMMUNICATIONS (USA)



Do donors really want a newsletter? "Absolutely," research shows. Yet most donor newsletters are thrown in the rubbish unread. Why? For a handful of common ... yet fatal flaws. Join award-winning journalist, Tom Ahern, for a fast, in-depth look at the secrets behind donor newsletters that truly improve income and retention. You'll learn tested formulas for both paper and e-newsletters. You'll learn how to craft a powerful headline (and why that matters). You'll even learn how to invent news when you think you have nothing to say. One hospital that took this workshop increased newsletter-triggered giving 1,000%, to US\$50K per issue. Another revised child sponsorship newsletter now raises a half million dollars US annually from fewer than 10,000 donors.

Online Fundraising for Creative Organizations#

MAIK MEID - CHRISTLICHES JUGENDDORFWERK DEUTSCHLANDS / SOZIALMARKETING.DE (DE)



Online fundraising may be one part in the fundraising strategy of nonprofit organizations. But the implementation of online tools and

campaigns can work well only if the main work is done. See how online fundraising works and how it can become a successful element in the mixture of instruments. The session presents best (and also worst) practice from German NGOs and figures out which steps have to be taken to implement online fundraising in a nonprofit organization. The workshop is suitable for people who have ideas about what fundraising may be. It is not necessary to have technical skills or deeper IT knowledge.

Planning For Any Future That Could Come Along*

SIMONE P. JOYAUX - JOYAUX ASSOCIATES (USA)



Emergencies and crises. Foreseeing the unforeseeable. Moving from concern to alarm. Risking without gamble. Then there's the stop-loss order before things get too bad. So much is changing. More will change in the future. Leaders need to get better at foreseeing all this – and adapting fast when they don't foresee it. Leaders must distinguish between the really serious and the serious only. This 3 x 90 min. masterclass is directed at fundraisers and chief executive officers – those who must lead and those who want to lead better. Together we will explore things like: Components of effective strategic planning. How to build the adaptive capacity of organizations. How to enlist board and staff to operate this way. Useful resources to do this work.

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Proud to be a Fundraiser: The Role Authenticity Plays in Exceptional Fundraising*

ALAN CLAYTON - CLAYTON BURNETT (UK)
RUTH RUDERHAM - CANAL & RIVER TRUST (UK)



The session would draw on a decade of experience that Alan and Ruth have of working together in fundraising. We would

track our journey as two very different people with very different values, both striving to achieve exceptional things in fundraising. It will be a session that leaves people fired up by some controversial content but also inspired and equipped to transform their own behaviour – and therefore their results. The session will be applicable to all charities as the learning points do not require budget to implement.

“Stone Facebook” at the Beginning, or We Are in the Countryside and Trying to Survive

ONDREJ REMIÁŠ - DIVADLO PÔTOŇ - CENTRE FOR ART AND CREATIVITY BÁTOVCE (SK)



You want to do theater. You want it to be professional, independent, engaging, non-commercial, authentic and without compromise. This in itself is hardly a feasible idea. Now imagine that this theater has to "survive" in the countryside.

A couple of examples from rural practice will demonstrate how to get even such a seemingly hard-to-solve situation moving, how not to go insane and how to still have a good feeling. Two detailed presentations of Pôtoň Theater’s specific projects, insights and experiences that launched fundraising in this non-profit organization. The 660 Tiles Project: a "Stone Facebook" – from an idea to implementation, and a Pôtoň Branded Wine Project – from wine tasting to sales. And a lot of optimism and humour in 90 minutes.

Viral: Effective Advertising for Non-Profit Sector

JAN LÁTAL - DRUŽINA (CZ)



How to send a message to the world if I have a penny in my pocket? This session will not be a typical lecture, but rather a discussion and perhaps a creative workshop. You will learn what viral marketing is and why it is an effective solution for promotion of nonprofit topics. We'll think about what information get shared and why. We will screen functional and non-functional viral ads. Finally, we will try to think of several viral messages to delegates' specific projects and will be searching for appropriate carriers.



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Tom Ahern

AHERN DONOR
COMMUNICATIONS (USA)

- Love Thy Reader: The Science & Secrets of Effective Donor Communications*
- Marketing Bequests: The Delicate Art of Asking for That Final Gift*
- Newsletters: How to Succeed (and Why Most Fail) – and Why Some Succeed Beyond Anyone's Wildest Dreams#
- Following the Path to Donor Nirvana: The 5 Realizations Approach*

Tom Ahern is considered one of the world's top authorities on donor communications.

He is the author of four well-received books on the topic, with two more in the pipeline. Each year, he delivers dozens of workshops internationally. He spoke recently at conferences in New Zealand, the Netherlands, Belgium, Australia, and Italy as well as across North America.

He specializes in applying the discoveries of psychology and neuroscience to the day-to-day business of inspiring and retaining donors.

His recent clients for cases, direct mail, newsletters and training include Animal Rescue League of Boston, Bread for the World, Carnegie Library of Pittsburgh, Catholic Relief Services, Houston Grand Opera, National Parks Conservation Association, PBS TV, Princeton University, Save the Children, Sharp HealthCare and other major hospital systems, The Cleveland Foundation, the United Way of Anchorage, University of Oregon, Volunteers of America ... as well as many smaller and local nonprofits.

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He is an award-winning journalist. As a "message strategist," he's won three prestigious international IABC Gold Quill awards, all for communications campaigns which achieved phenomenal success. He collaborates with Prof. Adrian Sargeant and psychologist Jen Shang on prototyping innovative new donor communications campaigns for PBS. He graduated from Brown University with a BA and MA in English. He completed his Certificate of Advertising Art from the Rhode Island School of Design.



Roman Bartoš

NAKOPNI.MĚ (CZ)

- Kick Off Your Project With Crowdfunding Portal Nakopni.Mě

Roman is the co-founder of the portal Nakopni.Mě, which mainly operates in the Czech Republic. It's a classic crowdfunding platform similar to Kickstarter, which currently works for nearly two years. Roman graduated from the VSB - Technical University of Ostrava, now lives in Brno, works as a freelance programmer.



Alan Clayton

CLAYTON BURNETT (UK)

- Emotional Fundraising*
- Fired Up For Fundraising*
- Proud to be a Fundraiser: The Role Authenticity Plays in Exceptional Fundraising*

Alan is a Director of Clayton Burnett Ltd, Chairman of coaching firm Revolutionise Global, Chairman of the Grove Practice and Managing Partner at the Inch Hotel and Inspiration Centre, Loch Ness, Scotland.

He is one of the leading consultants, coaches, creative directors and inspirational speakers on the world circuit. Clayton Burnett is currently based in the UK, Denmark, Norway and Finland. Alan created charity marketing agency Cascaid in the UK in 1998 following a career working in-house in charity marketing. He ran Cascaid until 2008, when it merged to form The Good Agency. Alan has worked with over 250 non-profit clients in the UK and around the world. His specialisms are creative strategy, donor insight and motivation and he has published much original research and theory.

Alan's other area of work is as a trainer, coach and professional speaker, working globally. He is a keen mountaineer, powerboat skipper and golfer and has a reputation for astonishing insight, and for saying things others don't dare to.



Radoslav Dráb

ÚSMEV AKO DAR (SK)

- Forms of Donor Communication and their Effectiveness

Radoslav has been active in the civic association Úsmev ako dar (Smile as a Gift) for 17 years and is a co-founder of the regional branch in Košice. Since its establishment, he has held the position of Fundraising Manager for the Eastern Slovakia region. He is systematically working to ensure

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stable and broad sponsorship support and thanks to him the good name of the organization is spreading. Between 2000-2001, he worked as a counselor to increase employment of young adults coming out of institutional orphanage care. Since 2006, in addition to raising funds for operation of the organization, Radoslav has been serving as a Manager for Construction of Social Service Facilities in Slovakia. Due to his efforts, the Dorka centers for restoration of families were built in Košice, Prešov, Zvolen, as well as the Crisis Center in Rožňava and Social House in Jasov. Since 2008, he has been a plenipotentiary of the College of Health and Social Work of St. Elizabeth for creating projects in Transcarpathian Ukraine. Thanks to his work, an orphanage and a crisis center operate in Seredne, Ukraine.



Tomáš Halász

INDEPENDENT PHOTOGRAPHER
(SK)

- Getting to the Money through Pictures

Tomáš is a professional photographer who specializes in editorial photos and the nongovernmental sector. He began shooting when he was thirteen, and as a student of photography, focused on photojournalism. After a brief assignment with a local newspaper he worked at various locations in the UK. After returning to Slovakia he worked for the Czech news agency ČTK and the Slovak daily Pravda, as well as the news agency TASR. Since 2010, he has worked as a freelance photographer.

His photographs have been published in major Slovak media, the Associated Press and the Canadian weekly magazine L'actualité. Halász has won several awards in international competitions of journalistic photography, including Czech Press Photo, Slovak Press Photo and competitions run by the Literary Fund and the Platform of Non-Government Development Organizations. In addition to the commercial sector, he also focuses on non-governmental organizations. He is co-author of a multiple award-winning photographic project on orphanages for children with HIV in Cambodia called 'House of Family' and a campaign by the NGO Ľudia proti rasizmu (People Against Racism) called 'Roma syndrome'. Tomáš has developed long-term cooperation with the donor portal Ďakujeme.sme.sk, Greenpeace Slovakia and the Open Society Foundation.



Aleš Jeník

CRM FOR NONPROFITS (CZ)

- CRM Applications for Non-Profits: How to Properly Start the Fundraising Machine Using Salesforce.com?

Aleš is a founder of the organization CRM for Nonprofits. He worked for LMC and Capgemini, where in late 2008 he initiated a partnership with the VIA Foundation for the giving portal Darujme.cz. He then implemented this project via participation in the Vodafone Foundation's "Year of Difference" program. Since 2011, he has been working as a Solution Architect at HP, where he deals with CRM (customer-relationship

management) and also with corporate social responsibility. In his free time he supports non-profit organizations by implementing CRM systems, particularly Salesforce.com, together with colleagues from CRM for Nonprofits.



Simone P. Joyaux

JOYAUX ASSOCIATES (USA)

- Planning For Any Future That Could Come Along*
- Creating a Fund Development Plan That Produces Ownership And Results*
- Involving Your Board Members in Fundraising*

Simone P. Joyaux, ACFRE is described as "one of the most thoughtful, inspirational, and provocative leaders in the philanthropic sector". She has guided countless organizations and professionals through her consulting and coaching, teaching and writing. Simone provides consulting services in fund development, strategic planning, and board development to all types and sizes of nonprofits. She speaks at conferences worldwide, in places like Australia, New Zealand, Italy, France, Belgium, The Netherlands, all over North America – and now in Slovakia. Simone is also a faculty member in the Masters Program in Philanthropy and Development at Saint Mary's University of Minnesota. As a volunteer, Simone founded the Women's Fund of Rhode Island, a social justice organization. She regularly serves on boards, often as chair. Simone chaired CFRE International, the fundraising certification body, when it became an independent corporation.

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Her books receive rave reviews and are considered standards in the field. Her book, *Successfully Firing Lousy Board Members – And Saving Those You Can*, will be published in fall 2013. She also contributes chapters to other books, including *The Nonprofit Consulting Playbook*, released in summer 2013.

Simone is a popular web columnist and article author for *The Nonprofit Quarterly*, publishes a free e-news and blogs weekly at www.simonejoyaux.com. Visit the Free Download Library on her website for lots of resources.



Štefan Kozák
CREATIVE PRO GROUP (SK)

- Innovation. Creativity. Fundraising?

Štefan graduated in theater management from the Academy of Performing Arts in Bratislava and expanded his education with MBA study at the International Business School in Brno, Czech Republic.

In the early days of his career, he worked in various civic associations in the field of theater and film, participated in theater and film projects and international festivals. He co-founded 30/70 Productions, Ltd. and was an active participant in the company from 2008-2011.

In 2003, he helped found an events marketing company called CREATIVE PRO, Ltd. Following this, he also built the informal, diversified CREATIVE PRO group, which operates in the Slovak, Czech and Austrian markets. In addition to active

management, Štefan is in charge of business development, new business acquisitions, strategic negotiations with trading partners, implementation of the business plan, periodic evaluations of the agency's performance and specific fundraising projects.



Jan Kroupa
CZECH FUNDRAISING CENTRE
(CZ)

- Creative Stewardship

Jan has been working for over 15 years as a consultant, lecturer and analyst in the field of philanthropy, fundraising and management of civil society organizations in the Czech Republic and more than ten other countries, mainly in Central and Eastern Europe. He is a co-founder of the Czech Fundraising Centre, Chairman of NETT (an independent think tank for civil society, www.ttnett.cz) and a member of several boards of nonprofit organizations. Jan is a PhD student of ethics at Charles University, plays with the bands Vrtule 1, Sketa Fotr, and performs with the theater company Teatro Truhla.



Jan Látal
DRUŽINA (CZ)

- Viral: Effective Advertising for Non-Profit Sector

Jan is a student of documentary filmmaking at FAMU. He has been fully dedicated to audiovisual production since 2001. In 2005, Jan completed a master's degree at the Literary Academy in interactive media/creative writing. Thanks to this multidisciplinary study, he learned to work as a cameraman, editor and director. He is the author of several documentary films and dozens of audiovisual spots. Currently, Jan is fully devoted to creation of public benefit campaigns under the auspices of Družina (Fellowship) studio in Prague. He focuses mainly on viral videos. So far, his spots have received more than 6 million online views.



Maik Meid
CHRISTLICHES
JUGENDDORFWERK
DEUTSCHLANDS /
SOZIALMARKETING.DE (DE)

- Online Fundraising For Creative Organizations#
- Donations as a Gift – Cause-Related Donations for Your Organization*

Maik is a fundraising manager and has been working for nonprofit organizations for over 20 years. Currently, he is responsible for fundraising and social marketing of the CJD e.V. in the Ruhr-area. He is a co-founder of sozialmarketing.de, an online portal for everything related to fundraising and social marketing with a big focus on online topics. He is publisher of the "Fundraisingwoche" in cooperation with *Fundraiser Magazin* in Germany and gives lectures on fundraising and social media at a university for applied sciences.

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Jana Melicherčíková

W PRESS (SK)

- Communicating Means Much More than Just Asking for Money and Support

Jana studied aesthetics and ethnology at Nitra's Constantin the Philosopher University and advertising and public relations at the University of Bedfordshire in the UK. She has worked as PR and Events Assistant for a foreign airline and as a communication and client support specialist in an international IT company. From 2010 to 2012, Jana worked for the nonprofit organization Plamienok (Little Flame) in the position of PR & Fundraising Manager. At Plamienok she effectively linked fundraising with public relations. By implementing new communication tools she achieved increased revenues for the organization, raised awareness and strengthened the organization's brand. Currently she works for the publishing house W PRESS in the Sales and Marketing Department.



Slávek Rejthar

STARTOVAČ.CZ (CZ)

- Crowdfunding is a Wilderness

Slávek is the founder of a crowdfunding server Startovač.cz. It is up to him that payments flow as expected. At the same time, he is the Commercial Director of the GODS marketing agency that

provides services in the field of mobile Internet and print publications to T-Mobile, Telefonica, etc. Before that, he worked at T-Mobile and the European Commission. When he is not consulting creative projects and does not do business, he likes to play electric guitar Les Paul.



Ondrej Remiáš

PÔTOŇ THEATRE - CENTRE FOR
ART AND CREATIVITY BÁTOVCE
(SK)

- "Stone Facebook" at the Beginning, or We Are in the Countryside and Trying to Survive

Ondrej strives to reconcile business experience, creative advertising and activity in the nonprofit sector in his role as Marketing Manager of an independent theater, Pôtoň. He has officially been working there in his free time since 2012. For many years he has also been devoted to philanthropic projects in cultural cooperation and assistance between Slovakia and Bosnia and Herzegovina. Ondrej is a media consultant and creator of commercial advertising campaigns. In his free time he likes to be a theater director and to organise cultural and social events in amateur theater.



Ruth Ruderham

CANAL & RIVER TRUST (UK)

- Proud to be a Fundraiser: The Role Authenticity Plays in Exceptional Fundraising*
- Events FR: Engaging Supporters in Your Cause#*

Ruth is the Head of Fundraising for the Canal & River Trust. She joined British Waterways in August 2011 ahead of the transition to the charity and developed their first ever fundraising strategy from scratch. Ruth now manages a small team which, in the first 9 months of the charity's life, has secured over £1Mil. of new income to the waterways. Prior to joining British Waterways, Ruth was Head of Fundraising for Christian Aid and has previously worked at Friends of the Earth and Crisis. She was awarded Professional Fundraiser of 2005.



Mária Soboličová

ÚSMEV AKO DAR (SK)

- Forms of Donor Communication and their Effectiveness

Mária has been active in Smile as a Gift for 17 years, initially as a volunteer and, since 1998, as Fundraising Manager. Since then, she has managed to secure stable and broad sponsorship support and has ensured a good reputation for the organization. She managed to turn her "handicap" into a strength and contributed to the formation of Smile as a Gift's thematic content. Mária coordinates a scholarship program to support education of children from orphanages. She completed her doctorate from Trnava University in 2007 and was nominated as a 'Slovak Woman of the Year' in the category of charity in 2013. Thanks to its flexibility and systematic cooperation with partners and supporters, Smile as a Gift has been working for 23 years to fulfill the idea 'that every child has a family'.

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| Wednesday 9 October 2013 – Masterclass | | | | | |
|----------------------------------------|-----------------|--------------------------------------------------------------------------|-----------------------------------|---------|-------------------|
| From | To | Topic | Guest | Country | Organization |
| 12:00 | 12:30 | Registration of masterclass and conference delegates | | | |
| 12:30 | 14:00 Part 1 | A Emotional Fundraising* | Alan Clayton | UK | Clayton Burnett |
| | | B Planning For Any Future That Could Come Along * | Simone P. Joyaux | USA | Joyaux Associates |
| 14:00 | 14:30 | Coffee Break | | | |
| 14:30 | 16:00 Part 2 | A Emotional Fundraising* | Alan Clayton | UK | Clayton Burnett |
| | | B Planning For Any Future That Could Come Along * | Simone P. Joyaux | USA | Joyaux Associates |
| 16:00 | 16:30 | Coffee Break | | | |
| 16:30 | 18:00 Part 3 | A Emotional Fundraising* | Alan Clayton | UK | Clayton Burnett |
| | | B Planning For Any Future That Could Come Along * | Simone P. Joyaux | USA | Joyaux Associates |
| Thursday 10 October 2013 – Conference | | | | | |
| From | To | Topic | Guest | Country | Organization |
| 8:30 | 9:00 | Registration of conference delegates | | | |
| 9:00 | 9:15 | Opening, introductory speeches* | | | |
| 9:15 | 10:45 | Fired up For Fundraising * | Alan Clayton | UK | Clayton Burnett |
| 10:45 | 11:10 | Coffee Break | | | |
| 11:10 | 12:40 | A Creating a Fund Development Plan That Produces Ownership And Results * | Simone P. Joyaux | USA | Joyaux Associates |
| | | B Viral: Effective Advertising for Non-Profit Sector | Jan Látal | CZ | Družina |
| | | C Forms of Donor Communication and their Effectiveness | Radoslav Dráb Mária Sobolíčová | SK | Úsmev ako dar |

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Thursday 10 October 2013 – Conference

| From | To | Topic | Guest | Country | Organization |
|-------|-------|----------------------------------------------------------------------------------------------------------------|-------------------------------|---------|------------------------------------------|
| 12:40 | 13:30 | Lunch | | | |
| 13:30 | 15:00 | A Love Thy Reader: The Science & Secrets of Effective Donor Communications * | Tom Ahern | USA | Ahern Donor Communications |
| | | B Events Fundraising: Engaging Supporters in Your Cause# | Ruth Ruderham | UK | Canal & River Trust |
| | | C CRM Applications for Non-Profits: How to Properly Start the Fundraising Machine Using Salesforce.com? | Aleš Jeník | CZ | CRM for Nonprofits |
| 15:00 | 15:30 | Coffee Break | | | |
| 15:30 | 17:00 | A Proud to be a Fundraiser: The Role Authenticity Plays in Exceptional Fundraising* | Alan Clayton Ruth Ruderham | UK | Clayton Burnett Canal & River Trust |
| | | B Communicating Means Much More than Just Asking for Money and Support | Jana Melicherčíková | SK | W Press |
| | | C Viral: Effective Advertising for Non-Profit Sector | Jan Látal | CZ | Družina |
| 17:00 | 17:30 | Coffee Break | | | |
| 17:30 | 19:00 | A Marketing Bequests: The Delicate Art of Asking for That Final Gift* | Tom Ahern | USA | Ahern Donor Communications |
| | | B Online Fundraising for Creative Organizations# | Maik Meid | DE | Christliches Jugenddorfwerk Deutschlands |
| | | C Creative Stewardship | Jan Kroupa | CZ | Czech Fundraising Centre |
| 19:00 | | Buffer Dinner | | | |

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Friday 11 October 2013 – Conference

| From | To | Topic | Guest | Country | Organization |
|-------|-------|-----------------------------------------------------------------------------------------------------------------|------------------|---------|-------------------------------------------------------|
| 9:00 | 10:30 | A Events Fundraising: Engaging Supporters in Your Cause* | Ruth Ruderham | UK | Canal & River Trust |
| | | B Crowdfunding is a Wilderness | Slávek Rejthar | CZ | Startovač.cz |
| | | C Inovation. Creativity. Fundraising? | Štefan Kozák | SK | Creative Pro Group |
| 10:30 | 10:45 | Coffee Break | | | |
| 10:45 | 12:15 | A Involving Your Board Members in Fundraising* | Simone P. Joyaux | USA | Joyaux Associates |
| | | B Newsletters: How to Succeed (and Why Most Fail) - and Why Some Succeed Beyond Anyone's Wildest Dreams# | Tom Ahern | USA | Ahern Donor Communications |
| | | C "Stone Facebook" at the Beginning, or We Are in the Countryside and Trying to Survive | Ondrej Remiáš | SK | Pôtoň Theatre – Centre for Art and Creativity Bátovce |
| 12:15 | 12:30 | Coffee Break | | | |
| 12:30 | 13:30 | A Donations as a Gift – Cause-Related Donations for Your Organization* | Maik Meid | DE | Christliches Jugenddorfwerk Deutschlands |
| | | B Getting to the Money through Pictures | Tomáš Halász | SK | Independent Photographer |
| | | C Kick Off Your Project With Crowdfunding Portal Nakopni.Mě | Roman Baroš | CZ | Nakopni.Mě |
| 13:30 | 13:35 | Break | | | |
| 13:35 | 14:30 | Following the Path to Donor Nirvana: The 5 Realizations Approach* | Tom Ahern | USA | Ahern Donor Communications |
| | | End of the Conference | | | |

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