

Maria Ros Jernberg

Swedish Fundraising Council (SWE)



Corporate Partnerships For Beginners

Masterclass

Speaker: **Maria Ros Jernberg** Swedish Fundraising Council (SWE)

Date: **Wednesday 14 October 2015** – 14:30-18:00

Venue: The Crowne Plaza, Hodžovo nám. 2, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**

14:30-16:00 >> **Part 1**

16:00-16:30 >> **Coffee Break**

16:30-18:00 >> **Part 2**

Would you like a better understanding of how corporations think and operate? Do you see potential in partnering with the private sector in your work?

Then this is the Masterclass for you.

We'll talk about how we can overcome the sometimes challenging differences between NGOs and the corporate mind set. During this Masterclass we'll look at the success factors behind successful corporate partnerships and we'll talk about your organization's internal readiness and what you need to do to become a great corporate partner.

Learning outcomes:

- An understanding of what your organization needs to do to become an attractive partner for companies,
- Learning from real life examples of successful corporate partnerships,
- A guide on how to get started with corporate partnerships.

This Masterclass is mainly for beginners in corporate fundraising.

Maria Ros Jernberg

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Maria is the CEO of the Swedish Fundraising Association and has over 15 years of fundraising experience. For Maria fundraising is not a job, it's a passion. She's been Director of fundraising for Amnesty International in Sweden and has worked as a fundraising consultant for several years. Prior to her current role she was the CSR-manager for TV4 in Sweden.

Maria is a highly appreciated speaker at both national and international fundraising conferences. She collects fundraising Direct Mail, never misses an opportunity to preach the importance of building donor loyalty and reads way too many blogs, reports and articles related to fundraising.



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