CEE FUNDRAISING
CONFERENCE

12 – 14 Oct 2016
Bratislava | SK

GROW FAST: INVEST IN FUNDRAISING (SYNERGIES)

www.ceefundraising.org

#CEEFC

Wednesday, 12 October 2016

SK-CZ Konferencia, Masterclasses

08:00 – 09:00	**Registration (Full + SK-CZ Programme)**
09:00 – 10:30	**Session 1**
10:30 – 11:00	**Coffee Break**
11:00 – 12:00	**Session 2**
12:00 – 12:30	**Coffee Break**
12:30 – 13:30	**Session 3**
13:30 – 14:30	**Lunch (Full Programme Only)**
14:00 – 14:30	**Registration (Masterclass Programme)**
14:30 – 16:00	**Masterclass Session 1**
16:00 – 16:30	**Coffee Break**
16:30 – 18:00	**Masterclass Session 2**

Thursday, 13 October 2016

CEE Conference

08:00 – 09:00	**Registration (Classic Programme)**
09:00 – 10:00	**Opening Plenary**
10:00 – 10:30	**Coffee Break**
10:30 – 12:00	**Session 1**
12:00 – 13:00	**Lunch**
13:00 – 14:30	**Session 2**
14:30 – 15:00	**Coffee Break**
15:00 – 16:30	**Session 3**
16:30 – 17:00	**Coffee Break**
17:00 – 18:00	**Session 4**
19:30 –	**Party with live music**

Friday, 14 October 2016

CEE Conference

09:00 – 10:30	**Session 5**
10:30 – 11:00	**Coffee Break**
11:00 – 12:30	**Session 6**
12:30 – 13:00	**Coffee Break**
13:00 – 13:45	**Closing Plenary**

Betsy Akin

Amnesty International (US)

Betsy is a highly motivated and dynamic nonprofit leader with a record of accomplishments spanning more than two and half decades of experience in non-profit organizations. Akin's expertise and experience in fundraising, corporate strategic alliances and philanthropy includes the sectors of human rights, health, education and the arts, in the United States, Japan and Canada.

She is often characterized as a passionate and committed fundraiser, with an entrepreneurial spirit, strong business acumen, and a motivational and charismatic speaking style. She is always equipped with a unique ability to share and engineer scalable and sustainable marketing and fundraising strategies. Akin's non profit corporate partnerships and programs always have a high return on investment, while promoting corporate responsibility, positive social change and achieving measurable mission impact results. Creative, energetic professional, recognized as a results-oriented and solution-focused individual, Betsy loves revenue development!

Help Your Corporate Partners Do Well By Doing Good

Eva Aldrich

CFRE International (US)

Eva is President and CEO of CFRE International, the globally acknowledged voluntary certification for fundraising professionals. The CFRE credential supports and encourages fundraising professionals to aspire to the highest standards of professional competence and ethical practice in serving the philanthropic sector.

Prior to joining CFRE International, Aldrich was Associate Director of Public Service and The Fund Raising School at Lilly Family School of Philanthropy at Indiana University. Aldrich has been widely published in fundraising journals and is one of the editors ofAchieving Excellence in Fundraising, 3rd Edition, from Jossey-Bass.

Getting Started With Major Gifts

Rastislav Blažej

Slovenská sporiteľňa (SK)

Rastislav is a banker for non-profit organizations and starting entrepreneurs at Slovenská sporiteľňa bank.

Banka ako páka výsledku

Emily Bracken

Daryl Upsall & Associates (ES)

Emily is a Director – Strategy & Analysis and Co-Owner at Daryl Upsall & Associates where she has specialised over the last six years in international investment planning, new market entry and fundraising strategy. She has worked on projects in over 30 markets across North and South America, Europe, Asia and Africa for major international non-profits. In the 10 years prior, she worked in investment and expansion strategy planning both in the private sector with Deloitte and Accenture, and for non-profits.

A Smart Approach To Evaluating Your Fundraising Performance And Reaching Your Growth Objectives!

Sarah Enderby

Goldsmiths, University of London (GB)

Sarah, currently Regular Giving Coordinator at Goldsmiths, University of London has 7 years of experience as Face to Face Campaign Manager at 4 UK based charities including Alzheimer's Society and Everychild where she met Marianna Zappi. Starting as a Face to Face Fundraiser in 2008 she worked her way to Team Leader, Coordinator and Campaign Manager within a year. Working closely with the Public Fundraising Regulatory Association Sarah helped to regulate the UK face to face industry, managing up to 40 Face to Face Fundraisers in 5 cities across the UK. Providing consultancy in Romania with ARC and Marianna Zappi since 2012, Sarah has supported the development of a now established face to face industry in Romania.

When East Meets West – Face To Face

Jacob Finnbjørn Møllemose

Agency Scandinavia (DK)

Jacob has co-founded five fundraising agencies across Europe, including Scandinavia's biggest fundraising agency in 2004. He has worked with non-profits all over the world, from Tanzania to Iceland. In recent years he has championed fundraising entrepreneurship – the premise being that to be successful, fundraisers need to create an emotional resonance with donors and their team alike to face the challenges of the future. His specialism is assisting individuals and organisations to innovate – developing great ideas, stories and bringing them to people who will support your cause!

MASTERCLASS: Emotional Fundraising In A Nutshell

PLENARY: Fundraising Innovation

Fundraising Entrepreneurship 101

Colin Habberton

GivenGain (ZA)

Colin is the Director of Global Partnerships, for the GivenGain Foundation, an organisation that currently serves over 2 000 non-profit organisations and 120 000 donors in more than 180 countries with a web-based multi-currency crowdfunding platform.

Colin has specialised in the fields of relationship management, strategic marketing, social finance, social enterprise and online fundraising. He has worked in each of these disciplines both theoretically and in practice for more than 15 years. He has worked for and founded both local and international profit and non-profit organisations designing, implementing and managing multi-faceted relationship and information-oriented strategies assisting companies in wide range of industries across the world.

He has received a Bachelor of Social Science majoring in Business Administration, Politics and Economics, a Masters of Philosophy cum laude in the field of Information and Knowledge Management and is currently completing his PhD through the University of Stellenbosch Business School.

What Is The Future Of Fundraising?
Digital Strategy For A Changing World

Jolan van Herwaarden

College of Change (NL)

Jolan joined the Aids Fonds in Amsterdam, the Netherlands, almost twenty years ago as an activist/ volunteer in response to the HIV/AIDS epidemic and was soon organising large fundraising events such as Walk for Life and World Aids Day on a national level. After six years Jolan moved on to a women's rights organisation as their first professional fundraiser, became Head of Fundraising and Communication for an international development agency and set up the Major Donor programme for a large cancer society. In 2002 she moved to the United Kingdom and increasingly became an international fundraiser, as evidenced by the fact that she has been involved with the session leaders at the International Fundraising Congress in Holland for the last sixteen years. She has acquired a large network of international contacts which has enabled her through those years to learn, share and appreciate the experiences of fundraisers from all over the world.

As a trainer she is particularly inspired by fundraisers from countries with an emerging philanthropic culture and has found their drive and enthusiasm infectious. Her studies in Marketing and Communication have allowed her to encapsulate this experience into a holistic and business-focused Resource Mobilisation. After many years in the field, Jolan has been able to apply her knowledge and accomplishments in Fundraising Training and Coaching for a new generation of fundraisers. She has been a popular journalist and speaker at conferences and gatherings for fundraisers and activists all over Europe. Academically, her love of study is reflected in a number of graduate and post graduate qualifications including, of course, from the great University of Life.

At The Heart Of All Fundraising; A Case For Support

The Magical Beauty Of A Database

Lukáš Hejna

Sdružení VIA (CZ)

Lukáš Hejna is currently head of the Sdružení VIA which focuses on the technological development of non-profit organisations. He is the person behind DARUJME.CZ (an online fundraising tool) and his main professional mission is individual giving online. He took part in the development and operation of DARUJME.CZ, with a current focus on the introduction of peer to peer fundraising in the Czech online environment. Apart from the above, he also works as a consultant on related themes, for example e-mail marketing.

Peer 2 Peer fundraising – výzvy, které fungují všude na světě!

Arko Hoondert

PeerWorks (NL)

Arko is Co-Founder and Consultant at PeerWorks Consulting… an international peer-to-peer fundraising consultancy based in Amsterdam. Arko got his start in P2P managing the Run for KiKa series – one of the largest event series in the Netherlands – increasing recruitment by 21 % and the overall fundraising result by 58 % in a single year. Since then, he has created and optimised several P2P fundraising events and programs in Europe.

MASTERCLASS: The Science Of Successful Peer-To-Peer Fundraising

Powering Up Your Peer-To-Peer Fundraising

Derek Humphries

DTV Group (GB)

Derek is a Creative Director/Strategist at DTV Group. He develops creative fundraising campaigns for organisations worldwide, and is part of a team helping 30+ great causes raise money worldwide through television campaigns. He has been a fundraiser for 25+ years, before which he was an artist. He is a trustee of the Galapagos Conservation Trust, and a volunteer organiser of the International Fundraising Congress. He lives in Holland.

Inspiring Connections

Aleš Jeník

CRM pro neziskovky (CZ)

Aleš is the founder of the CRM for Non-Profits Association. He worked in the firms LMC and Capgemini where, at the end of 2008 he initiated cooperation with the VIA Foundation on the giving portal Darujme.cz project. He subsequently set it up as part of the Vodafone Foundation's „Rok jinak" (Different Year) programme. In 2011 he began work at HP as Solution Architect, dealing with CRM (customer-relationship management) and CSR (corporate social responsibility). He currently works at ČSOB bank where he is responsible for administration of the CRM system. In his free time he works with NGOs helping them, together with his colleagues from the CRM for Non-profits Association, implement CRM systems, mainly Salesforce.com.

Jak využít Salesforce.com CRM pro lepší fundraising?

Sylwia Kobayashi

Sentio, Coaching & Fundraising (PL)

Sylwia is passionate about helping organizations become financially independent and therefore fulfil their dreams. She works with them to build long term fundraising strategies and helps them implement those strategies. Sylwia has over 22 years experience in marketing and fundraising , the last 11 of those specializing in fundraising and 3 in coaching for fundraising. Her corporate experience includes work in the B2B and B2C markets, mostly in marketing communication, public relations and brand management.

While working for WWF, she and her team built from scratch a multichannel, effective fundraising programme which helped the organization become financially secure and independent. Sylwia is a fan of long term strategic thinking, but believes that detailed operational planning is the key to success.

As a coach she works using Coach Wise methodology. She is a graduate of two schools in the field of individual as well as group and team coaching, both of which meet International Coach Federation (ICF) standards. She works using the ICF ethical code of conduct.

Help Your Corporate Partners Do Well By Doing Good

Ana Koeshall

Ana and Vlade Divać Foundation (RS)

Ana has been the Director of the Ana and Vlade Divać Foundation, one of the Serbia's largest private foundations, since 2007. Over the last 8 years she has initiated numerous fundraising strategies and completed a range of campaigns aimed at both corporations and individuals, and has nurtured and sustained the further development of the organization. Ana has 15 years of experience in the non-profit sector with organizations in Serbia, Montenegro and her native Macedonia. Her core competencies are in program management, personnel and human resources management, and fundraising at corporate, high value individual and crowd-sourced levels. She has a B.S. in Electronics and Telecommunications from the University of St. Kiril and Methodius in Skopje, Macedonia. She keeps herself busy outside of work with her husband and three daughters.

Accelerating Impact: Partnering Across Sectors To Achieve Greater Results

Jan Kroupa

České centrum fundraisingu (CZ)

Jan has been working for over 16 years as a consultant, lecturer and analyst in the field of philanthropy, leadership, 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 and leader 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.

Testing! Testing! Testing!

Flavia Lang Revkolevsky

Ader & Lang (BR)

Flavia is the co-founder of Ader & Lang, the main fundraising consultancy one stop shop in Brazil. She has more than 20 years of experience in communication, marketing and fundraising and is a former head of fundraising for Greenpeace, CARE and Plan International in Brazil. She is also member of the Board of the Brazilian Fundraisers Association (ABCR), the head of the scientific committee of the Brazilian Annual Fundraising Congress and an experienced speaker at fundraising events.

Developing Fundraising In Developing Markets: Successful Cases And Inspiration

Camelia Mateș

ARC (RO)

Camelia comes from ARC, the organisation that made direct debit donations possible in Romania. In less then 4 years, there are more than 15,000 direct debit donors in Romania and Camelia knows the story of each and every face-to-face fundraising campaign in Romania. Before working in ARC, she was the Fundraising Manager for EveryChild Romania.

When East Meets West – Face To Face

Hana Mlkvá

Červený nos Clowndoctors (SK)

Hana works for the ČERVENÝ NOS Clown Doctors as a fundraiser for individual donors focusing on the database processing of donor information in the Salesforce CRM system and the subsequent use of that data in direct mailing campaigns.

She has previously worked in Prague in the non-profit sector as a fundraiser for individual donors in Sue Ryder Homes and as a coordinator for volunteers and a grant specialist with the HESTIA organisation.

Je tradičný direct mailing zlučiteľný s aktuálnymi trendmi?

Milan Ondič

Lektor dalšího vzdělávání (CZ)

Milan's specialisation is call center communication. For four years he has been the head of the call centre at Stonožka Ostrava, a Czech non-profit organisation. He began as a call center agent, later becoming the call center leader and coach, providing consulting services to several companies. He has also been behind a number of projects involving gifts for making a donation.

Telefundraising LE7 – Moderní a progresivní metoda práce s dárci

Igor Polakovič

Centrum pre filantropiu (SK)

Igor has lived in the world of nonprofits for the last 22 years. Most of the time he worked in various Greenpeace offices. At the end of the century he helped expand fundraising activities in Central and Eastern Europe. His latest "green" path led to New Zealand, a country of four million, where in two years he helped double the size of the Face to Face program to more than 20,000 new regular donors annually. He participated in the largest mass mobilization campaign in the country's history, during which he realized that for a really good campaign, communications and fundraising to bring results, each part of the organization must pull together effectively.

After returning to Slovakia Igor has taken on a role of a fundraising "evangelist", inspiring other organizations to invest energy into finding individual donors. Igor is the initiator and administrator of the DARUJME (Let's Give) system which is a non-profit payment gateway for online donations, powered by LudiaLudom.sk servers. Today, the system is used by more than a hundred of Slovak organizations.

Peer 2 Peer fundraising – výzvy, které fungují všude na světě!

Juraj Rizman

Via Iuris (SK)

Juraj started his Greenpeace journey in 1993 as a volunteer and was one of the founder members of the Greenpeace team in Slovakia. After completing his secondary education he worked in several NGOs (as a press officer and campaigner), as well as in Slovak media. Juraj is a member of the Governmental Council for NGOs (2012 – present). Since 2002 Juraj has been working for Greenpeace Slovakia, serving as a press officer (2002 – 2008) and as an office director/campaigner (– 2013).

As a campaigner, strategist and political lobbyist he has been involved in successful Greenpeace Slovakia campaigns. Since 2013 Juraj has worked for Greenpeace CEE as campaign and communications adviser. In 2015 he was a strategy adviser to Greenpeace Croatia during their successful campaign against proposed oil exploration in the Adriatic. He currently works for Via Iuris.

Naše slávne kampaňové prehry

Alena Seoud

Zdravotní klaun (CZ)

With her experience and extensive knowledge of developing various fields of business, since spring 2016 Alena has been putting in place a new view, and methods of, fundraising and marketing at the Zdravotní klaun organisation. Alena always looks at models of returns and, hand in hand with these, standardises processes while at the same time aiming to raise the bar in terms of performance levels in every area for which she becomes responsible.

Among other things, she has previously managed a leading firm in Slovakia and the Czech Republic in the provision of services and analysis of business information and has also headed the marketing departments of a number of international companies.

Je tradičný direct mailing zlučiteľný s aktuálnymi trendmi?

Kay Sprinkel Grace

Transforming Philanthropy (US)

Kay understands the challenges of 21st century philanthropy as well as its opportunities, and brings her experience from working with countless nonprofit organizations to bear on the current issues affecting donor development, fund raising, outreach, message strategy and volunteerism. As principal of her own organization since 1989, her clients include public media, hospitals, universities, arts and cultural organizations, environment and social justice organizations, churches and education, as well as community-based services. A goal of her consulting is to mentor and strengthen leaders within organizations to grow their success while achieving their immediate goals.

Kay speaks as a keynote speaker and workshop leader at professional gatherings all across the Globe. Her BA and MA are from Stanford University, where she is a recipient of their highest award for volunteer service, The Gold Spike, as well as their Centennial Medal, Outstanding Achievement Award, Award of Merit and Associates Award. In 2013, she was awarded the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fund Raising by the Lilly Family School of Philanthropy at Indiana University. The Rosso Medal recognizes lifelong dedication to emphasizing philanthropy's ethics and values, acting as a mentor to perpetuate and invigorate philanthropic

traditions, and noted leadership in a long, productive career of distinction. She is the author of seven books related to philanthropic practices and board engagement.

She serves on the Advisory Board of the Czech Fundraising Center, Prague, Czech Republic, and the governing board of Philharmonia Baroque Orchestra, San Francisco.

MASTERCLASS: Maximize Your Impact: Engage Volunteers Strategically In Your Mission, On Your Board And In Your Work

Accelerating Impact: Partnering Across Sectors To Achieve Greater Results

PLENARY: Envisioning The Year Ahead: Taking Your Learning Back To Your Organization

Jillian Stewart

PeerWorks (NL)

Jillian is Co-Founder and Senior Consultant at PeerWorks… an international peer-to-peer fundraising consultancy based in Amsterdam. Their mission is to help nonprofits grow their community and revenue through peer-to-peer fundraising events and campaigns. Jillian has 15 years of experience optimising the performance of top peer-to-peer programs across the US and Europe. She got her start in P2P working at Pallotta TeamWorks in 2001, then continued her career working for Event 360 optimising the revenue performance for the top charity events and P2P programs in the US.

MASTERCLASS: The Science Of Successful Peer-To-Peer Fundraising

Powering Up Your Peer-To-Peer Fundraising

Zuzana Suchová

SAVIO (SK)

Out of her 13 years in marketing, Zuzana has been with non-profit organizations for almost eight. She worked as an account, brand marketing and product manager in several international companies. Her cooperation with nonprofits dates back to her working as an account manager in a full-service direct marketing agency. The non-profit world captivated her even more during her maternity leave. She worked with the Dívé maky non-governmental organization for which she improved its website and incorporated online giving tools in it. For dakujeme.sk she worked on projects such as Darujte Vianoce 2012 (Donate Christmas 2012), 10×10 tisíc (Ten Times Ten Thousand) from VUB Bank Foundation and Veľké knižné venovanie (The Great Book Donation).

In 2013 she started working as a fundraiser and PR manager with SAVIO, a Salesian non-governmental organization. She is the manager for Adopt a Child in Kenya and Adopt a Classroom in South Sudan projects. She organized Spojme sa pre Južný Sudán teraz (terazvsudane.sk) (Let's Unite for South Sudan Now) and Tehlička (tehlicka.sk) public fundraising campaigns in which she specialized in individual online donations and integrated fundraising.

Nikdy sa to nenaučíte, keď to neskúsite

Lucia Štasselová

Slovenské centrum fundraisingu (SK)

Lucia is a qualified architect. In 1996 she co-founded the Children of Slovakia Foundation and was its Executive Director from 2002—2011. Under her leadership the Foundation became the largest and best known independent foundation helping children and young people in Slovakia. From its establishment until 2012 the Foundation distributed grants and scholarships amounting to €5,679,245. Lucia is a co-initiator of the Children's Hour project – the most famous fundraising campaign for children in Slovakia. She also took part in the introduction of a system of Next Level methodology project management, for which the Foundation won an award. Lucia was also a director of the Help Each Other Foundation which helps children and families with cerebral palsy. She also works for the Slovak Fundraising Centre and is a municipal politician in the Slovak capital city. As part of her political mandate she has begun the Bratislava 2030 project, setting out a future vision for the capital.

Nikdy sa to nenaučíte, keď to neskúsite

Trisha Tanner

Central European University (HU)

As Vice President for Development, Trisha oversees a comprehensive advancement strategy that supports key Central European University priorities; enhances short- and long-term fundraising capabilities; and effectively leverages CEU's team of international development professionals. She arrived at CEU in April 2014 after serving as Director of Private Sector Initiatives at the International Crisis Group, a Brussels-based NGO dedicated to the prevention and resolution of deadly conflict. At International Crisis Group, Trisha led fundraising activities from individual philanthropists, corporations, and family foundations, working in close partnership with the organization's Board and senior leadership. Prior to this, she spent a decade in the arts as a fundraiser, communications specialist and educator, including nine years in external relations and development at Artpace, a global artist residency program. She earned her BA from Mount Holyoke College, where she remains an active volunteer.

It Takes Money To Make Money: Investing In Development Means Investing In The Future

Jan Uekermann

RaiseNow / Major Giving Institute (CH)

Jan helps organisations reach their fundraising goals, focusing on major gifts and digital fundraising. Jan has worked as project manager with Swissfundraising, the Swiss fundraising association, and is now community manager at RaiseNow, a digital toolset that supports ambitious fundraisers to grow their online fundraising. In 2012 he co-founded the Major Giving Institute, offering a qualification program for major gift fundraising. Jan is an author, (video-)blogger and member of the advisory board at the German Fundraising Association.

MASTERCLASS: Start Up With A Strategic Major Gift Program

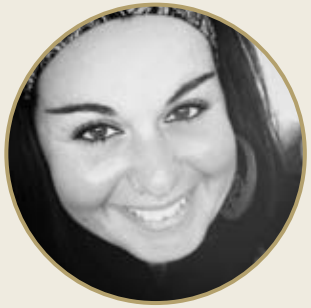
The Latest Trends In Digital Fundraising: What's Hot – What's New?!?

João Paulo Vergueiro

ABCR (BR)

João Paulo is a CEO of the Brazilian Fundraisers Association – ABCR and former Communication Manager of the Institute for the Development of Philanthropy (IDIS) and former Programme Funding Officer of Christian Aid in Brazil. He has a master's degree in Public Administration and bachelor degrees in Law and in Management. He is also a Member of the Board of the Brazilian Giving Institute, Manager of #GivingTuesday in Brazil and Professor of Fundraising, Third Sector Management and Corporate Social Responsibility.

Developing Fundraising In Developing Markets: Successful Cases And Inspiration



Marianna Zappi

Canal and River Trust (GB)

Marianna is Face to Face Fundraising Manager at Canal and River Trust, a 3.5 year old charity whose face to face fundraising campaign she created from scratch – something never attempted before, as Canal & River Trust was a 'quango' until 2012 (quasi-autonomous non-governmental organisation). Marianna has worked her way up from the role of Face to Face Fundraiser and specializes now in recruiting, coaching and managing Face to Face Fundraisers in London, UK. As well as consulting in Romania, she has worked for a number of charities in the UK raising millions of pounds for different causes from Alzheimer's Society to Everychild England, Scope, Care International, World Vision, Friends of the Earth and many more.

When East Meets West – Face To Face

Martyna Żak

Instytut Fundraisingu (PL)

Martyna Żak, founder of the Fundraising Institute in Poland, consultant and trainer, expert in the field of non-profit fundraising and marketing, has been working in marketing and fundraising for more than 15 years.

For six years she worked as marketing and fundraising manager at the SOS Children's Villages Association. She led fundraising campaigns which won two awards in one of the most important competitions in the marketing world – the Effie Awards – in the non-profit organisation category for the most effective fundraising campaign in Poland. She also won the Golden Arrow award for best Direct Marketer of the Year.

She gained marketing experience during her work at the Ogilvy international advertising agency, which worked for the largest global brands. She was also the marketing and communications manager for the third largest private medical company in Poland – Medical Center ENEL-MED S.A.

She specialises in aquiring funding from individual donors and firms, with a special focus on multi-channel campaigns and direct marketing, donor database segmentation as well as campaigns for getting donations of 1 % of income tax. She is currently head of the Fundraising Institute in Poland.

Seven Steps To Predict Your Future – Build A Fundraising Strategy

Fundraising from the many

Banka ako páka výsledku

Rastislav Blažej
Slovenská sporiteľňa (SK)

Máme záujem o zlepšovanie životnej úrovne ľudí na Slovensku. Vy ľuďom pomáhate. Môže banka nejako pomôcť Vám? Veríme, že áno.

Fundraising from the many

Jak využít Salesforce.com CRM pro lepší fundraising?

Aleš Jeník
CRM pro neziskovky (CZ)

Využití Salesforce.com CRM ve fundraisingu:

- Jak se má nezisková organizace rozhodovat při výběru nástroje pro fundraising,
- Jak si vydefinovat požadavky na nástroje,
- Jak popsat a upravit svoje fundraisingové procesy,
- Jak aplikace Salesforce.com umožňuje akcelerovat fundraising.

Co se naučíme?

- Znalosti, jak postupovat při implementaci fundraisingového nástroje,
- Návrh požadavků pro výběr vhodného nástroje,
- Definice jednoho fundraisingového procesu.

Tento workshop je určen hlavně pro:

- Zástupce neziskových organizací – fundraisery, vedení organizace.

Fundraising from the many

Je tradičný direct mailing zlučiteľný s aktuálnymi trendmi?

Hana Mlkvá
Červený nos Clowndoctors (SK)

Alena Seoud
Zdravotní klaun (CZ)

Je v online svete tradičná obálka ešte stále účinným prostriedkom? Dá sa vôbec nejako inovatívne rozvíjať? Je možné ju prepojiť aj s ďalšími fundrasingovými metódami?

Pokiaľ ste si odpovedali minimálne na jednu z týchto otázok nie, tak sa príďte inšpirovať skúsenosťami českých a slovenských červených nosov, ktorí sú priekopníkmi direct mailingu v oboch krajinách. Ukážeme vám, ako funguje budovanie vzťahov s darcami a ako sa dopracovať k desiatkam tisícov verných darcov.

Čo sa naučíme?

- Základné predpoklady úspešnej DM kampane,
- DM a prepojenie na online fundrasing,
- Využitie vybraných funkcií CRM systémov v DM,
- Ako posúdiť návratnosť DM kampane.

Tento workshop je určený hlavne pre:

- Profesionálnych fundraiserov, ktorí chcú zistiť, ako úspešne a pravidelne využívať nástroje direct mailingu pre trvalú udržateľnosť svojich príjmov a rozvoj vzťahov s darcami,
- Vedúcich pracovníkov, ktorí zatiaľ nepodľahli kúzlu direct marketingu,
- Profesionálov, ktorí zodpovedajú za návratnosť investícií do fundrasingu.

Getting your message across

Naše slávne kampaňové prehry

Juraj Rizman
Via Iuris (SK)

Aj napriek obrovskému nasadeniu a snahe tisícov ľudí, aj napriek veľkým investíciam času, kapacít i financií končí väčšina kampaní občianskych organizácií neúspechom. Prečo je to tak?

Na konkrétnych príkladoch zo CEE regiónu sa pozrieme na to, kde robia mimovládne organizácie najčastejšie chyby pri plánovaní kampaní a pri presadzovaní spoločenských zmien. Preberieme tipy a triky, ako sa týmto chybám vyhnúť. Povieme si, ako môžeme výrazne zvýšiť naše šance na dosiahnutie kampaňového úspechu.

Čo sa naučíme:

- Identifikovať chyby v kampaňových plánoch a pri implementácii kampaňových stratégií.

Tento workshop je určený hlavne pre:

- Všetkých lídrov a fundraiserov, ktorí chcú viesť úspešné kampane.

Fundraising from the many

Nikdy sa to nenaučíte, keď to neskúsite

Zuzana Suchová
SAVIO (SK)

Lucia Štasselová
Slovenské centrum fundraisingu (SK)

Fundraising pre sociálne podnikanie a jeho nástrahy – prípadová štúdia: Príklad a poučenia z úspešnej online fundraisingovej kampane pre kreatívne centrum Nadácie Cvernovka v Bratislave.

- Nastavovanie fundraisingovej stratégie a jej implementácie pre klienta,
- Definovanie cieľových skupín a nástrojov,
- Komunikačný plán,
- Využitie inšpirácií,
- Práca s databázou,
- Ako zobudiť a motivovať komunitu,
- Aj malé testovanie je testovanie.

Čo sa naučíme?

- Ako zvoliť najoptimálnejšiu fundraisingovú stratégiu,
- Ako postupovať pri implementácii fundraisingovej stratégie v „nepoškvrnenom" prostredí,
- Ako začať fundraisovať, keď je na účte nula,
- Ako postupovať v online prostredí a kombinovať viaceré fundraisingové nástroje,
- Čo potrebujeme urobiť, aby sme mali proces fundraisingu pod kontrolou.

Tento workshop je určený hlavne pre tých, ktorí chcú z chaosu vytvoriť zmysluplnú fundraisingovú stratégiu, ktorá prináša výsledky.

Fundraising from the many

Peer 2 Peer fundraising – výzvy, které fungují všude na světě!

Igor Polakovič
Centrum pre filantropiu (SK)

Lukáš Hejna
Sdružení VIA (CZ)

Běh, narozeniny nebo svatba – to či ono – každá z těchto událostí může být vhodnou příležitostí pro dobrou věc a fundraising! Ano, peer 2 peer fundraising si posledních pár let prošlapává cestičku také do České a Slovenské republiky.

Co jím opravdu je a kdy bude vše fungovat tak jak má právě pro Vaši organizaci? Je to opravdu pro každého? Která výzva bude úspěšná a jak získat toho správného ambasadora? Co určitě musíte udělat a čemu se raději vyvarujte?

I přestože všichni s peer 2 peer fundraisingem v Čechách a na Slovensku teprve začínáme, existují již desítky příkladů dobré (i té horší) praxe. Přijďte si poslechnout, co jsme se za poslední 3 roky naučili! Peer 2 peer fundraising už dávno není snem a funguje „úplně stejně" v CEE regionu jako v západním světě.

Lukáš Hejna z Darujme.cz a Igor Polakovič z Darujme.sk budou sdílet konkrétní praxi z CZ a SK, inspirativní příklady, "lessons learned" a také zkušenosti ambasadorů, kteří se rozhodli přes Darujme fundraisovat pro neziskové organizace.

Co se naučíme?

- Co je P2P fundraising v online prostředí a kdy dává smysl jej využít,
- Co fungovalo již dnes v České a Slovenské republice,
- „Lessons learned" z výzev přes Darujme.cz a Darujme.sk + 2 – 3 příklady/case studies z prostředí CEE regionu.

Tento workshop je určen hlavně pro:

- Fundraisery,
- PR+marketing.

Fundraising from the many

Telefundraising LE7 – Moderní a progresivní metoda práce s dárci

Milan Ondič
Lektor dalšího vzdělávání (CZ)

Telefundraising je nástroj pro zajištění pravidelného měsíčního příjmu nestátních neziskových organizaci a podporuje jejich strategii a cíle. Telefundraising pracuje s dárci prostřednictvím telefonní komunikace. S některými z nich i dlouhodobě, i několik let.

Co se naučíme:

- Znalost prostředí, zvyků dárců a segmentové řazení podle oboru, příprava databází telefonních čísel,
- Vytvoření databází dárců, pravidelné oslovování dle předem daného časového harmonogramu dle povahy projektu a dárců,
- Koncepce, které se navzájem doplňují a přizpůsobují povaze projektu a emočního řazení klientů,
- Kategorie řazení hovorů pozitivní, negativní, neutrální.

Tento workshop je určen hlavně pro:

- Zavedené neziskové organizace k posílení vlivu a pravidelností darů v daném regionu,
- Nové neziskové organizace, které potřebují zajistit pravidelnou komunikaci s budoucími dárci,
- Je vhodný i pro jednotlivé projekty časově a tematicky ohraničené.

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OPENING PLENARY: Fundraising Innovation

Jacob Finnbjørn Møllemose

Agency Scandinavia (DK)

In today's fast moving and competitive fundraising environment, we have to be focused and flexible, think creatively and strategically, spot opportunities and act quickly, take managed risks and learn from failure. All these skills are attributes of a successful entrepreneur – someone who can drive fundraising innovation. One thing is for sure that we continuously need to drive innovation for our charities – to engage the public, raise more money and make a bigger impact – faster. This opening plenary will take you through four insights essential for innovation, and that you need to integrate in your own organisation!

This opening plenary will be an inspiration for everyone.

CLOSING PLENARY: Envisioning The Year Ahead: Taking Your Learning Back To Your Organization

Kay Sprinkel Grace

Transforming Philanthropy (US)

How do we take what we learn at these conferences back to our organizations? How do we share with those who were not here the ideas we heard, the principles we understood, and the excitement of learning new ways for being more effective in our work? What are the challenges we will face in sharing our experience with others and using what we have learned to help implement courageous and bold ideas? Kay, with her three decades of experience as a professional (and speaking at and attending conferences like this!), will close our conference with an inspiring message about why we must return to our organizations with undiminished purpose: the strategies for retaining what we have learned, the importance of sharing it with others, and how to use your new ideas to ignite new ideas in others. A powerful final event for the conference – you will want to stay and hear it!

Learning outcomes:

As a participant you will learn:

- Strategies for putting your new ideas into practice when you return to your work,
- How to engage others in your organisation around these new ideas and overcome resistance,
- Techniques for inspiring change within your organisation using these new ideas as a platform.

Fundraising from the many

The Science Of Successful Peer-To-Peer Fundraising

Jillian Stewart
PeerWorks (NL)

Arko Hoondert
PeerWorks (NL)

As someone who may be managing, developing or considering developing a peer-to-peer fundraising event or campaign at your organisation we wanted to invite you to our upcoming masterclass: "The Science of Successful Peer-to-Peer Fundraising".

No, this won't be your typical fundraising masterclass (or science class for that matter!) It's an in-depth look at what it takes to inspire everyday people to fundraise on behalf of your organisation either through participation in an event you produce or through an online campaign that you create.

During the class we will feature examples and benchmarks from some of the most successful peer-to-peer fundraising event programs around the world. We will share insights and best practices which can be applied to your own program or strategy. And yes, we'll be getting a little geeky… but we'll also make it fun.

So, whether you're developing a new event or campaign or optimising an existing one, you will walk away from this masterclass with pocket-full of inspiration, motivation and understanding of what your organisation's next step should be.

To keep the learning experience personal and effective, this masterclass is best suited for management-level staff… those that influence the budgeting and strategy of the peer-to-peer program. That way you will be able to network with other executives (event/program managers) who have similar resources, challenges and experiences.

The masterclass will be presented (in English) by PeerWorks Consulting. With over 23 years of fundraising experience from the USA and Europe, PeerWorks mission is to help non-profit organisations like yours raise money and awareness through peer-to-peer fundraising events and campaigns.

Learning outcomes:

- History, evolution and current (global) trends in peer-to-peer fundraising,
- Success factors and revenue drivers associated with peer-to-peer,
- Understanding of what your organisation's next step should be with starting a P2P event or campaign or optimising an existing one.

This masterclass is mainly designed for:

- Delegates who may be managing, developing or considering developing a peer-to-peer fundraising event or campaign at their organisation and are looking for support in putting it into practice.

Fundraising from the many

Maximize Your Impact: Engage Volunteers Strategically In Your Mission, On Your Board And In Your Work

Kay Sprinkel Grace
Transforming Philanthropy (US)

Part I.:

Kay, a skilled professional who has also won awards for her volunteer work, knows how to work with volunteers. She will facilitate an open discussion about volunteers: who they are, where they come from, how to engage them, what they want from their volunteer work, what frustrates us about them, how to keep them from trying to do work they should not do, and how they can increase our impact significantly by being not only our best "ambassadors" but also our "back up work force." Whether you are used to working with volunteers or have only considered it, there will be something in this session for you. Kay will draw from her several books on volunteers and volunteer boards and share her vast experience and insights including her widely used program for engaging boards.

Part II.:

The second portion of this masterclass will give participants opportunities to prepare a volunteer development (getting started) or volunteer training (getting them motivated) or volunteer engagement plan (getting them to stay) – the level of plan depends on how you are currently succeeding with your volunteer boards and with volunteers in other ways you have utilized their skills and interests. Discussion of the various plans will end the session, and there will be opportunities to exchange new ideas with colleagues.

Learning outcomes:

As a participant you will learn:

- Techniques for recruiting, engaging and retaining volunteers,
- How to interact with volunteers in ways that keep the staff/volunteer relationship clear,
- Ways to maximize the volunteer experience: for the volunteer, and for your organization,
- How volunteers increase your capacity for effectiveness as an organization and provide staff with a "back up work force".

This masterclass is mainly designed for:

- Anyone who would benefit from working with volunteers – probably mid to senior level people or entry level people with responsibility, e.g., for special events.

Fundraising from the few

Start Up With A Strategic Major Gift Program

Jan Uekermann
RaiseNow / Major Giving Institute (CH)

Major Gift fundraising is the building of an individual relationship between one person and another. There are seven steps in the Major Donor Cycle. Following them will bring you major gifts and friends for your project or organisation for life. In this Master Class you will work on how to start your major gift program or how to improve it. You will also learn what it means to be a major donor fundraiser: There are 26 major giving skills – personal skills which everyone should work on. We will also focus on a very important issue within major gift work: asking for a major gift.

Learning objectives:

- Major Donor Cycle,
- Major Giving Skills,
- How to ask?

This masterclass is mainly designed for:

- Beginners and experts.

Getting your message across

Emotional Fundraising In A Nutshell

Jacob Finnbjørn Møllemose
Agency Scandinavia (DK)

What's your charity story? In this masterclass we will explore your charity story and what it makes people think, feel and do to improve the impact of your fundraising. We will start by exploring how people act on emotions, not logic, and how you can use this to raise more funds from people. The backbone of every campaign is the message and emotional resonance that it creates. Examples from Denmark and the United Kingdom are included to demonstrate how the emotional backbone of your charity can be created. Be aware that this is a highly interactive session so please come prepared to participate as well as learn.

Learning outcomes:

- You will leave this session with a campaign developed by you and your colleagues.

This masterclass is mainly designed for:

- All people and levels, those who need to engage people to make their cause stand out!

Rethinking strategy

A Smart Approach To Evaluating Your Fundraising Performance And Reaching Your Growth Objectives!

Emily Bracken
Daryl Upsall & Associates (ES)

This workshop will give you a detailed guide on how to evaluate your fundraising performance, with a particular look at individual giving, and the internal and external factors that you should and should NOT consider. Before you can achieve real growth, you have to make sure you have the basics right, but it is not always clear what those basics should be or how to evaluate them!

Emily has worked with leaders of both struggling and growing fundraising programmes in over 30 markets and has clear evaluation criteria for finding out where challenges to growth lie and how to overcome them. This session will be based on insightful examples from around the world and will give you a step-by-step process to evaluate your own programme to achieve sustained growth.

Learning outcomes:

Participants in this workshop will gain:

- Tools to use in assessing overall fundraising performance and specifically individual giving activities,
- Practical ways to evaluate your fundraising programme in context of your market,
- Insight on identifying internal obstacles to fundraising growth and practical tips on how to overcome them,
- Clear real world examples of why different internal and external factors matter.

This workshop is mainly designed for:

- Fundraising managers.

Fundraising from the few

Accelerating Impact: Partnering Across Sectors To Achieve Greater Results

Kay Sprinkel Grace
Transforming Philanthropy (US)

Ana Koeshall
Ana and Vlade Divać Foundation (RS)

We no longer "own" the impetus and strategy for resolving deep community issues. The problems around the world have grown beyond the capacity of one sector to solve. Increasingly, we must welcome others who want to partner with us – corporations, impact investors, and others – and unite around a common vision for progress, change and community stability.

Learning outcomes:

As a participant, you will learn:

- Techniques for engaging organizations outside the NGO world in your mission and vision,
- Strategies for maintaining your leadership role while engaging with non-NGO organizations to achieve solutions,
- How to convey to non-NGOs the importance of the NGO sector and their partnership with us,
- Specific tactics for presenting your case for engaging non-NGOs in your work.

This workshop is mainly designed for:

- Mid-level and upper level philanthropy and development officers and executive directors.

Getting your message across

At The Heart Of All Fundraising; A Case For Support

Jolan van Herwaarden
College of Change (NL)

Would you know what to say if you met Bill Gates and asked for his financial support? And can all your staff members, including any volunteers, convince, engage and appeal to people using the same words and sentences about your NGO and what it does? A Case for Support is at the heart of all fundraising and if you have a great one, you will be able to raise more money as well as your organisation's profile.

In this workshop we look at the theory behind a Case for Support, look at some great (international) examples and have fun trying it out in a speed-dating game. There will be practical tips on how to create a Case for Support as well as the chance to have a look at and share your own do's and don'ts. But most importantly, we'll look at inspiring ourselves and our potential donors with a great Case for Support that will make your organisation grow faster.

Learning outcomes:

- Learn what a Case for Support really is and how it should look and feel,
- Understand donor motivation and create your own Case for Support,
- Try out your Case for Support and get honest feedback.

This workshop is mainly designed for:

- Middle managers such as Fundraising Managers or Heads of Fundraising,
- CEOs or directors of an NGO.
- Board members and other volunteers.

Many of us do not have the luxury of a fundraising investment for the next few years. Unrestricted income is hard to come by! But, if we did have, we could afford to diversify our income, grow faster and pilot new income streams.

In this workshop we look at the financial, commercial and strategic arguments of creating an investment in fundraising. We give practical tips on how to start small in order to grow fast. There will be examples of challenges within organisations but also how our donors see this. We will also look at communication and how to start from scratch.

Learning outcomes:

During the workshop participants will:

- Learn what an investment in fundraising can do for an NGO,
- Understand arguments and be able to convey these internally and externally,
- Gain a better financial understanding to strategically fund visions of their NGOs.

This workshop is mainly designed for:

- Middle managers such as Fundraising Managers or Heads of Fundraising,
- NGO CEOs or Directors,
- Board members.

Fundraising from the many

Developing Fundraising In Developing Markets: Successful Cases And Inspiration

Flavia Lang Revkolevsky
Ader & Lang (BR)

João Paulo Vergueiro
ABCR (BR)

Brazil has over 290,000 charities, but its civil society is quite young – 70 % of charities were founded after democratization in 1988. Since then they have been struggling to reach financial sustainability in an environment where asking – and therefore fundraising – is not a developed habit for charities and is often seen by the population as something wrong. Nonetheless, recent years have been very exciting for fundraising development in Brazil, with several successful projects undertaken, consolidation of the fundraising profession, growth of individual giving and much more. In this session we will share the Brazilian experience of investing in fundraising development, give successful campaign examples and draw some conclusions which could inspire Central and Eastern European fundraisers.

Learning outcomes:

- Participants will learn about the Brazilian fundraising sector and how it relates to Central and Eastern Europe in the sense that both regions have yet to consolidate the sector and promote charities' financial sustainability.
- We will also share examples and recent experience of fundraising undertaken in Brazil.
- Delegates will learn that promoting philanthropy is vital if we want to increase giving to charities.

This workshop is mainly designed for:

- Professionals starting fundraising programs within their organizations, from small or medium-sized non-profits.
- New fundraisers looking to learn and be inspired to improve their own work.

Rethinking strategy

Digital Strategy For A Changing World

Colin Habberton
GivenGain (ZA)

This session will cover the following topics:

- The megatrends of digital technology and its impact on the world (incl. Social Media) in the early 21st century,
- Some thoughts on where the next big changes might be and how these changes can be leveraged,
- The importance of understanding your cause's stakeholders and how they connect to each other,
- Aligning the mission of your cause with the dynamics of a digital world,
- Developing a strategy that harnesses the power of the digital tools and builds resilience to ongoing change.

Learning outcomes:

This session is intended to provide interesting, practical information and tools and encourage to build delegates knowledge and confidence on how digital technology can complement and grow their fundraising strategy and expertise.

This workshop is mainly designed for:

- Beginners through to experts.
- This session is geared towards future trends, rather than nuts and bolts 'how to' sessions. It is intended to challenge traditional thinking and practice and hence, may better be suited to strategists and managers as opposed to operators.

Rethinking strategy

Fundraising Entrepreneurship 101

Jacob Finnbjørn Møllemose

Agency Scandinavia (DK)

If you always wanted to be an entrepreneur this is the session for you! Jacob will introduce the tools, strategies and mindset needed to create excellence in fundraising.

Learning outcomes:

- In this case-based workshop, you will find yourself taking on the role of a fundraising entrepreneur to grow your charity's fundraising income.

This workshop is mainly designed for:

- The boss and the doer, from fundraising to finances – everyone needs to be a fundraising entrepreneur.

Getting your message across

Inspiring Connections

Derek Humphries

DTV Group (GB)

We are all rightly inspired by the good causes we work for. But how do you inspire other people to get involved and give you money?

Learning outcomes:

- This interactive workshop will equip you with key principles to share the stories of your causes in a way that inspires people to get engaged with you.
- As well as principles, we'll look at examples of creative campaigns from around the world that have actually raised money: from print to digital, from major donors to TV.
- We'll look at how to inspire yourself, the bridges and barriers to creativity within organisations, and the need to truly understand your audience.
- And we'll share a toolkit to kickstart your own creative work.

This session will help you communicate more effectively no matter what your level of experience.

Fundraising from the few

Getting Started With Major Gifts

Eva Aldrich

CFRE International (US)

Major gifts are becoming an increasingly important part of successful fundraising programs. But if you're not already raising major gifts, how do you get started? This session will introduce you to key steps in major gift fundraising, including major donor identification and qualification; developing a solicitation plan for your major donor prospects; cultivating and soliciting major donors; thanking and stewarding major donors; and achieving renewal of major gifts. Throughout the session, the emphasis will be on practical steps that you can take to start and build a successful major gifts effort even as you continue to attend to other aspects of your organization's fundraising program.

Learning outcomes:

By the end of the session, participants will be able to:

- Name the steps of the major gifts cycle,
- Articulate why the steps of the major gifts cycle are sequential and how they build on each other,
- Apply the steps of the major gifts cycle to developing major gift donors for their own organizations,
- Apply the steps of the major gifts cycle to securing major gifts for their own organizations.

This workshop is mainly designed for:

- Beginners (those who have not engaged in major gift work).

Fundraising from the few

Help Your Corporate Partners Do Well By Doing Good

Betsy Akin

Amnesty International (US)

Sylwia Kobayashi

Sentio, Coaching & Fundraising (PL)

Want to participate in a lively discussion on corporate fundraising? Interested to learn some creative techniques and strategies to use in order to raise more money, brand awareness and mission impact for your charity by engaging and partnering with the right corporations?

Learning outcomes:

- How to identify the right corporate partner(s)
- Learn to consider the companies' business and philanthropic objectives, to create the ideal partnership.
- Strategies to work together to tell your nonprofit's mission story through the corporate partnership.
- Techniques to create partnership benefits for both your NGO and the corporation, and metrics to value accordingly
- Reminders to incorporate communications and branding with the corporate partnership (PSA's, Social media, Outdoor, Print, Public Relations, earned and bought media, in store, promotions, online sales)
- Discuss, create and implement the "right" corporate partnership opportunities: A) Programmatic, B) Cause Marketing, C) Events, D) Grants, E) Online, F) In store, G) Merchandising, H) Customized opportunities, I) Corporate Employee engagement
- Create an impressive Impact Report for your Corporate Partner to ensure renewal.

This workshop is mainly designed for:

- All levels of fundraisers who want to increase their organizations revenue, mission awareness and brand by partnering with corporations.

Rethinking strategy

Investing In Development Means Investing In The Future

Trisha Tanner
Central European University (HU)

Even the most effective development operations have limits to what they can accomplish with limited resources. Have you seen success but know your organization is not meeting its fundraising potential because there's only so much you can do with the current bandwidth? Are you concerned about falling behind and risking funding relationships? This case study will examine how Central European University made the commitment to set achievable fundraising targets and invest in the resources needed to reach them in order to meet institutional needs, with the ultimate goal of ensuring financial stability for many years to come.

Trisha, Vice President for Development at CEU, will discuss her process for working with the University's leadership, senior administration, and partners across the institution to build fundraising capacity, prove that goals could be met, and get buy-in for further investment, including hiring new professionals with the experience to help CEU reach new heights.

Learning outcomes:

- How to work with your organization's leadership, senior administration, and partners across the institution to build fundraising capacity, prove that goals can be met, and get buy-in for further investment,
- Assessing your needs to determine where to strategically invest for effective growth,
- A roadmap for recruiting and hiring professionals with the skills and experience to help your organization reach new heights.

This workshop is mainly designed for:

- 'Small shop' fundraising teams looking to grow.

Fundraising from the many

Powering Up Your Peer-To-Peer Fundraising

Jillian Stewart
PeerWorks (NL)

Arko Hoondert
PeerWorks (NL)

PeerWorks will show you how peer-to-peer (P2P) fundraising brings out the best in people… and why no other fundraising method creates connection, hope, healing, inspiration and revenue quite like P2P. They will share some cool stuff they've seen from P2P events and campaigns from all over the world. They plan to shock you, delight you and spark an exciting discussion in the room. In the end, they hope to inspire some new ideas and strategies which you can take back and share with the rest of your organisation.

Learning Outcomes:

By the end of this session, you'll have a solid understanding of:

- How P2P fundraising can help you increase awareness, community size and revenue
- Best practices and fresh ideas from top P2P programs around the world
- Resources available to help you further develop your P2P strategy or program

This workshop is mainly designed for:

- All fundraisers…regardless of your level of knowledge or experience in P2P. You will walk away with valuable insights and ideas regardless if you're thinking about investing in P2P for the first time…or looking for ways to optimise an existing P2P program.

Rethinking strategy

Seven Steps To Predict Your Future – Build A Fundraising Strategy

Martyna Żak
Instytut Fundraisingu (PL)

What is your NGO's future over the next 5 years? Will it have enough income to give you a salary raise? Can you predict the sum of money that your NGO will receive from donors over the next 18 months? Maybe from corporations? If your answers were: I don't know, this workshop could be good for you.

I know that the future is pretty unpredictable, but a wise man said: The best way to predict your future is to create it. This is why we build fundraising strategies. If you want to join a group of exceptional people who create the future, welcome to my workshop!

You get to know the 7 key elements every strategic plan should have and how to start planning. Moreover, you will see how this works in 3 case studies I will present of fundraising strategies for NGOs with different resources, fundraising prospects, budgets and strengths & weaknesses.

Learning outcomes:

- You will learn how to create the future… almost like Steve Jobs did!,
- You will find out what the 7 fundraising strategy steps are – easy to take and implement instantly in your NGO,

- You will be presented with 3 examples of different fundraising strategies implemented in a small, a medium-sized and a large NGO.

This workshop is mainly designed for:

- Fundraisers, who have worked without a fundraising strategy so far, but want to change that because they care about both beneficiaries and salaries ☺

Fundraising from the many

Testing! Testing! Testing!

Jan Kroupa
České centrum fundraisingu (CZ)

The best from the first Fundraising Accelerator in the Czech Republic – FRIN.cz: Examples, Case Studies, Results and Takeaways from the testing of 10 Fundraising Campaigns. FRIN.cz is a pilot accelerator program implemented in partnership with the Czech Fundraising Center and Česká spořitelna (supported by Erste Stiftung) focused on testing fundraising campaigns before their launch. Ten campaigns selected from more than 40 applicant organizations have been tested as part of this 6-month program which encompasses learning, extensive peer-to-peer sharing and feedback and work with experienced mentors from the Coalition of Easy Giving.

The Czech Fundraising Center has selected the most relevant examples of the ten campaigns and will present a series of case studies – together with the leaders of those campaigns – offering insights from the testing process to inspire you.

Case studies will be presented by Dita Palascakova from the Palacky University Endowment Fund (Donate a Chance campaign) and by Ales Kozak from the Institute for Monuments and Culture (Beer for Monuments campaign).

Dita is the coordinator and Fundraiser at the Palacky University Endowment Fund, which focuses on building a funding source to support and promote students' research programs. Dita also teaches human resource management, project management and fundraising at the university (in the Christian social work department).

Ales is the founder and director of The Institute for Monuments and Culture, which develops projects focusing on cultural heritage protection. He says: "I am convinced that our approach and attitude to monuments begins with enlightenment and this is why I have served in this area since 2007".

Learning outcomes:

- The results of tests of fundraising campaigns before their launch,
- Specific methods of testing campaigns and how these can be applied to your own fundraising,
- Inspiration from a rich array of tried and tested ideas for fundraising campaigns.

This workshop is mainly designed for:

- Development Directors,
- Fundraisers,
- CEOs,
- Board Members.

Fundraising from the many

The Latest Trends In Digital Fundraising: What's Hot – What's New?!?

Jan Uekermann
RaiseNow / Major Giving Institute (CH)

This workshop will showcase the best of the best in digital fundraising from around the world. Jan spoke with 30 experts from around the world: from Philippines to India, Switzerland to the USA, Argentina to Germany, and Mexico to the UK. He found out what they think about the latest trends in digital fundraising. All delegates will gain great insights from attending, from absolute beginners to experts in their fields. Come along to get motivated and feel inspired.

Learning objectives:

- Understand what's happening right now in the digital fundraising world.

This workshop is mainly designed for:

- Beginners and experts.

Fundraising from the many

The Magical Beauty Of A Database

Jolan van Herwaarden
College of Change (NL)

For a handful of donors, our trusted Excel sheets work just fine. But once you have reached more individual donors, a database is a magical tool for modernising your donor engagement and thereby your fundraising income. A database can store so much more background information on donors, which is accessible to all staff, and allows you to select, maintain and communicate with stakeholders easier. Come and learn more about different databases, what they can do for your organisation, how they work and what they cost.

Learning outcomes:

During the workshop participants will:

- Understand different databases and what they can do for an organisation,
- Learn how to argue why a database for fundraising from individuals is necessary,
- Learn how to increase fundraising income by managing donors electronically.

This workshop is mainly designed for:

- Fundraisers of all levels.

Rethinking strategy

What Is The Future Of Fundraising?

Colin Habberton

GivenGain (ZA)

As the world continues to experience shifts in people, politics and problems, and with that the products and services people consume, causes and their need for funds must be able to compete for time, attention and support. This session will look at what it will take for fundraisers to remain relevant and how they may be the best equipped to respond to the inevitable change and challenges ahead.

Learning outcomes:

Participants will walk away with some insight into harnessing the change taking place around them and how technology, access to information and an open mind are keys to success in the connected, converging world we all live in. It aims to inspire fundraisers to recognise their strengths, develop their skills and maximise their effectiveness.

This workshop is mainly designed for:

- Beginners through to experts.
- This session is geared towards future trends, rather than nuts and bolts 'how to' sessions. It is intended to challenge traditional thinking and practice and hence, may better be suited to strategists and managers as opposed to operators.

Fundraising from the many

When East Meets West – Face To Face

Marianna Zappi

Canal and River Trust (GB)

Sarah Enderby

Goldsmiths, University of London (GB)

Camelia Mateș

ARC (RO)

In 2012, before Romania had any Direct Debit donors and the system of Direct Debit donations was in its early stage, Marianna Zappi and Sarah Enderby came to Romania to teach fundraising coordinators how to recruit street fundraisers, how to train and motivate them, and how to monitor KPI's in order to have a successful face-to-face fundraising campaign. Since 2012 Camelia Mates has coordinated Direct Debit donations campaigns in Romania.

The workshop will be a synthesis of the cooperation between the 3 speakers, focusing on the similarities and differences between UK and Romanian face-to-face campaigns. Mainly, it will focus on:

- Overall Direct Debit donation system,
- Building a team of face-to-face fundraisers (recruiting, motivating, monitoring and evaluating the fundraisers),
- Profiles for fundraisers, team leaders and campaign coordinators,
- KPIs in the UK and Romania (sign-up/hour, average donation, attrition rate, fundraisers' salaries, etc.),
- Campaign results,
- Case studies from both the UK and Romania.

Learning outcomes:

- How to build a fast growing face-to-face campaign, regardless of the country you fundraise in,
- How to manage teams of street fundraisers,
- How to use this international expertise in your Direct Debit fundraising campaign.

This workshop is mainly designed for:

- Individual giving coordinators,
- Direct debit campaign coordinators,
- Fundraising managers.

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The Slovak Fundraising Centre offers training and consulting services to help you develop your successful fundraising.

Vision

Fundraising as a respected and trusted profession that helps make the world a better place to live.

Mission

To develop professional-level raising of funds and financing of publicly and privately beneficial activities, non-governmental organizations, public and private institutions, and civic initiatives in Slovakia and internationally.

Activities

We support our members and the wider community of fundraisers by:

- Improving understanding of fundraising
- Encouraging fundraisers to be the best they can be
- Creating a better environment for fundraisers to raise funds.

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The Central and Eastern European Fundraising Conference

is put together by the CEEFC Program Panel. The Panel consists of a group of volunteers who each bring a different area of fundraising expertise. The panel members are:

Jolan van Herwaarden
(Netherlands)

Jan Kroupa
(Czech Republic)

Eduard Marček
(Slovakia)

Andrzej Pietrucha
(Poland)

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