

Jan Uekermann

RaiseNow / Major Giving Institute (CH)



Start Up With A Strategic Major Gift Program Masterclass

Speaker: **Jan Uekermann** RaiseNow / Major Giving Institute (CH)

Date: **Wednesday 12 October 2016** – 14:30-18:00

Venue: Austria Trend Hotel, Vysoká 2A, 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**

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.

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Jan Uekermann 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.



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