

# Jacob Finnbjørn Møllemose

Agency Scandinavia (DK)



## Emotional Fundraising In A Nutshell

### Masterclass

**Speaker:** **Jacob Finnbjørn Møllemose** Agency Scandinavia (DK)

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

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

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**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**

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!

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**Jacob Finnbjørn Møllemose** 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!



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