



Jillian Stewart Arko Hoondert

PeerWorks (NL)

The Science Of Successful Peer-To-Peer Fundraising

Masterclass

Speaker: Jillian Stewart, Arko Hoondert PeerWorks (NL)

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

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.

With over 23 years of experience from the USA and Europe, PeerWorks' mission is to help non-profits 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.

Jillian Stewart 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.

Arko Hoondert is Co-Founder and Consultant at PeerWorks... 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.



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