

# Alan Clayton

Alan Clayton Associates (GB)



## Great Fundraising

### Premium Masterclass

**Speaker:** **Alan Clayton** Alan Clayton Associates (GB)  
**Date:** **Tuesday and Wednesday 10-11 October 2017** – 10:00-16:00  
**Venue:** Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

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**9:30-10:00 >>** **Delegate Registration for the Masterclass** (Tuesday only)  
**10:00-11:30 >>** **Part 1** (Tuesday), **Part 4** (Wednesday)  
**11:30-12:00 >>** **Coffee Break**  
**12:00-13:30 >>** **Part 2** (Tuesday), **Part 5** (Wednesday)  
**13:30-14:30 >>** **Lunch**  
**14:30-16:00 >>** **Part 3** (Tuesday), **Part 6** (Wednesday)  
**16:00 >>** **End of the day**

**'Great Fundraising' is defined as large-scale income growth** – increasing your income and impact by two, three or four times over a period of years. This masterclass is an outstanding opportunity to learn the cultures, behaviours and leadership required for your organisation to achieve great fundraising and grow your organisation and income significantly.

#### **The Great Fundraising Masterclass is created from the following sources:**

- The Great Fundraising Research & Report from professors Sargeant and Shang.
- Observation of over 320 case studies of Great Fundraising organisations worldwide.
- Consultants' experience of over twenty five years in fundraising.



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## Learning outcomes

- The outcomes of the Great Fundraising research and report.
- Interpretations of the research and report and their application to real case studies.
- How others have managed to achieve great fundraising.
- How to understand donors' needs.
- How Great Fundraising can drive your organisation's mission, and vice versa.
- How to unite organisations behind and help them become proud of their fundraising.
- How to generate investment in fundraising, and what this investment can achieve.
- How your leadership and inspiration drives fundraising performance.
- To support a continuous learning culture as the secret to innovation and growth.
- To find the single proposition that unites and drives your organisation.
- How to make decisions on the brand, proposition and messaging that drives great fundraising.
- How to have a whole-organisation-fundraising culture.
- How to get all departments to support fundraising.
- How to focus your fundraising and stand out in a crowded market.
- Plus a whole lot more...

## Learning styles

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies, with particular reference to the Great Fundraising Report which you can download from [www.alanclayton.co.uk](http://www.alanclayton.co.uk). Attending this in-depth, exclusive masterclass will leave you with a list of 'must-do' actions to be implemented immediately on your return. The learning style is layered-design learning. This mixes lectures, case studies with group-work and hands on 'learn by doing' exercises. It is just as apt for a person to attend on their own as part of a group.

## Who should attend?

You may be a fundraiser, but you are definitely a leader. This seminar is for chief executives, executive team members, trustees, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.

# Alan Clayton

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**Alan Clayton** has worked with over 320 charities, NGOs and non-profits worldwide. Alan is Chairman of Alan Clayton Associates, based in Scotland and Denmark and currently active in Australia, Finland, Norway, Ireland, Denmark, the Netherlands, the UK, Canada and the USA, and working with clients in many more countries, recently Serbia, Switzerland, Spain and Germany.

He is Managing Partner at the Inch Hotel and Inspiration Centre, Loch Ness, Scotland and Board Chair at Karat Marketing, a telephone fundraising agency in Dunfermline, UK. He has recently launched London based agency Revolutionise FAB and is Creative Director of Robejohn in Melbourne.

Alan has previously held major fundraising and leadership posts and served as Chief Executive Officer of three fundraising agencies.

Alan is one of the leading consultants, coaches, creative directors and inspirational speakers. His specialisms are emotional behaviour, board and executive team development, creative strategy, donor insight and motivation and he has published much original research and theory.

Alan is a keen mountaineer, powerboat skipper and golfer and has a reputation for insight, inspiration and for saying things others don't dare to.

**Great Fundraising is a two-day Premium Masterclass organized within the CEE Fundraising Conference. Two-day participation is possible for an extra fee.**



CEE FUNDRAISING  
**CONFERENCE**

[www.ceefundraising.org](http://www.ceefundraising.org)

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