

**Tony Myers**

**Myers & Associates (CA)**

## **Major Gifts & Major Campaigns: The Art And Science Of Success**

### **Masterclass**

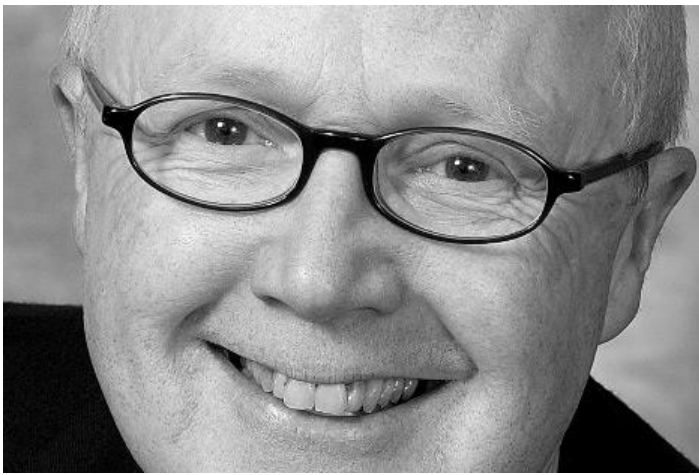
**Speaker:** **Tony Myers** Myers & Associates (CA)  
**Date:** **Wednesday 11 October 2017** – 14:30-18:00  
**Venue:** Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

---

**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**

After almost 20 years of doing major gifts and major donor campaigns, at home and abroad, Tony Myers is more dedicated than ever to the concept of the Disciplined Campaign©.

His motto: “Do it once, do it right” echoes in the ears of fundraisers on five continents. He has found success among those who practice both the “art and science” of major gifts and major donor campaigns.



**Tony Myers**

**Myers & Associates (CA)**

### **Part 1: The Science and Discipline of a “Systems Approach” (90 min)**

Most of us have heard about those huge multi-million dollar gifts that “other” charities get – news stories followed by questions from our bosses asking why we didn’t get “that” gift. Behind the news stories of huge gifts are the stories of disciplined activity. They are stories of focused efforts. They are stories of hard work, diligence and persistence, but more than anything they are stories based on a “systems approach” – and yes, sometimes luck.

Join Tony Myers as he shares with you the full systems approach to major donor fundraising and major campaigns and why it has worked for charities around the world.

#### **Learning outcomes:**

- Determine if your organization is ready for major gifts and major campaigns,
- Learn about the science and discipline of a systems approach,
- Discover the unique characteristics of a variety of different kinds of major donor campaigns.

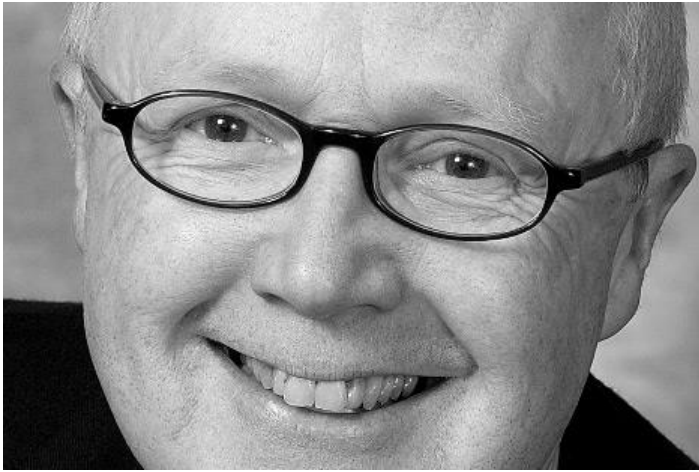
### **Part 2: The Art and Craft of Major Donor Success (90 min)**

You can have the best systems in the world, but if you can’t get along with folks, if you can’t talk to your own colleagues, and if you can’t have deep and meaningful conversations with major donors, then it is going to be very difficult to get a major gift.

Join Tony Myers for this equally important session on the “Art of the Major Donor Conversations” and how those conversations can work for you.

#### **Learning outcomes:**

- Identify the number one mistake NGOs make in major donor conversations,
- Learn how to have the 3 critical INTERNAL conversations you need to be successful in major gift fundraising,
- Explore the 3 critical EXTERNAL conversations you need to have to be successful,
- Learn how to get the resources you need,
- Consider three ways you can get started tomorrow.



**Tony Myers**

**Myers & Associates (CA)**

**Tony Myers** is a passionate enthusiast, fundraiser, consultant, strategist, author, speaker and coach who loves to raise money and help others be successful.

His life-time of experiences in raising money and working with organizations in transition have shaped his expertise as fundraiser and change-maker. His skills in strategic planning, board development, major gift fundraising and strategic planning have placed him in demand as a speaker and consultant around the world.

Ultimately, his spirited presentations will get you thinking, change your perspective and give you the confidence to pursue a world of abundance.

Tony is a well-known speaker and he delivered speeches at the most reputable events in fundraising globally.



CEE FUNDRAISING  
**CONFERENCE**

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

**#CEEFC**