



## Donor Love – What Are Your Donors Going Through? Masterclass

**Speaker:** **Simon Scriver** ChangeFundraising.com (IE)  
**Date:** **Tuesday 9 October 2018** – 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**

As a fundraiser, you're the bridge between your donors, beneficiaries, co-workers, volunteers and the Board. Every interaction and every conversation is an opportunity to strengthen your relationship and grow your fundraising. But with no time and no money how do you give supporters the experience they deserve?

In this masterclass you'll learn how to connect with values and emotions, creatively use voices from around your organisation and make your donor the hero of every story you tell. With real examples (including a live call!), we'll explore how to build amazing relationships and keep your supporters giving. You'll leave with cheeky tips, tested tricks and what you need to share the #donorlove!



### Learning outcomes:

- How to find, create and share beautiful stories that resonate with values and emotions—from urgent appeals to legacy letters and everything in between.
- Everything you need to write your own donor love story (a robust and awesome contact plan that will inspire and engage your donors like never before).
- Tips, tricks and ‘nudges’ you can implement tomorrow, no matter how big or small your organization or your budget.
- How to create campaigns, and a whole fundraising program, that makes you feel good as a fundraiser and makes your donors feel great too!
- Specific writing and design techniques that are raising more money right now — and building amazing donor relationships.
- How to show the love and ask for money on the phone, face-to-face, through DM or digital.

**Simon Scriver** is a professional fundraising consultant, coach, trainer, board member and practitioner. He received Fundraising Ireland’s “Small Budget, Big Impact” award in 2016 and has previously won Supplier of the Year, Eircom’s Start-up Award and the Toastmasters UK & Ireland International Speech Contest. A board member of a small nonprofit, Making Connections, he also sits on the advisory panel of Rogare, the international fundraising think tank, and is a member of the Institute of Fundraising and the AFP. Simon also offers consultancy to some of the biggest and smallest charities in Ireland and abroad. He offers advice and training to non-profits to make their fundraising more cost-effective, speaking regularly at international conferences. He is the only person in Ireland with a CFRE, a Diploma in Fundraising and a Certificate in Fundraising.



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