



CEE FUNDRAISING  
CONFERENCE

12 – 14 Oct 2022  
Bratislava | SK



# THE POWER OF (ONLINE) COMMUNITY

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#CEEFC

Wednesday 12 October 2022

## Masterclasses

- 14:00 – 14:30 **Registration**  
(FULL + MASTERCLASS Programme)
- 14:30 – 16:00 **Masterclass Session 1**
- 16:00 – 16:30 **Coffee Break**
- 16:30 – 18:00 **Masterclass Session 2**

Thursday 13 October 2022

## CEE Conference

- 8:00 – 9:00 **Registration**  
(CLASSIC Programme)
- 9:00 – 10:30 **Opening Plenary**
- 10:30 – 11:00 **Coffee Break**
- 11:00 – 12:30 **Session 1**
- 12:30 – 13:30 **Lunch**
- 13:30 – 15:00 **Session 2**
- 15:00 – 15:30 **Coffee Break**
- 15:30 – 17:00 **Session 3**
- 17:00 – 17:30 **Coffee Break**
- 17:30 – 18:30 **Session 4**
- 19:45 **Party with live music**

Friday 14 October 2022

- 9:00 – 10:30 **Session 5**
- 10:30 – 11:00 **Coffee Break**
- 11:00 – 12:30 **Session 6**
- 12:30 – 13:00 **Coffee Break**
- 13:00 – 13:45 **Closing Plenary**





## Katarína Bartovičová

Slovak Fundraising Centre (SK)/EDRi (BE)

Katarína holds a master's degree in Film and Television Production & Management from the Academy of Performing Arts in Bratislava. After over a decade of fundraising experience gained primarily at Greenpeace Central and Eastern Europe, and at various local Slovak NGOs, she co-established the Slovak Fundraising Centre in 2009 and has been its Deputy Chair since then.

In 2016 she joined the leading European advocacy organisation defending human rights and freedoms in the digital environment – the European Digital Rights/EDRi – based in Brussels (BE), as a Senior Fundraising Manager. As well as working for EDRi, she continues to provide fundraising consultancy to NGOs which hold a special spot in her fundraising heart, such as the European Remembrance organisation Post Bellum SK, and the LGBT+ organisation Sapling. She also conducts fundraising trainings in Slovakia and abroad, and co-organises fundraising conferences and workshops together with her colleague and lifelong friend Eduard Marček.

In spring 2022, together with Katalin, they designed and conducted their first intense corporate fundraising training for Lithuanian fundraisers and Aukok.lt in Vilnius, which later became the idea of this masterclass, which will be part of the CEE Fundraising Conference 2022.

- **MASTERCLASS: Effective Corporate Fundraising For Today's World**
- **Creative Networking & Quiz Game**



## Jiří Bárta

Via Clarita (CZ)

Jiří has 25+ years of experience in the philanthropic, NGO and foundation fields in the Czech Republic, Europe and the United States. He was fortunate to be a co-founder of the Via Foundation in Prague in 1997.

His 22 years as CEO of Via Foundation were an intense real-world learning lab, where he gained insight into civil society & NGO development, community development, fundraising & philanthropy as well as leadership in its many shapes and forms.

In 2016, Jiří co-founded Via Clarita, an organization that helps Czech philanthropists find meaning to their wealth and accomplish their philanthropic dreams. Via Clarita provides independent philanthropic advice and inspiration. Jiří serves as the Via Clarita Board Chair.

- **Crossing The Divide**



## Bertie Bosrédon

NGO Digital Consultant (ES)

Bertie helps organisations of all sizes develop their online presence, transform their digital culture, raise money online, improve engagement with their audiences, select the right technology, and pilot projects. He has over 20 years' experience in digital (and an indelible French accent). Bertie started his career in the charity sector at the British Heart Foundation where he established its first online team and wrote BHF initial online fundraising strategy. He then joined Breast Cancer Care, where he implemented a range of online tools to support beneficiaries.

Bertie started working as an independent consultant in 2012. He has helped over 130 NGOs including the UN World Food Programme, Amnesty International, Red Cross Red Crescent etc. He lived in London for 22 years before relocating to Madrid last year. He currently works with Handicap International – Humanity & Inclusion, Greenpeace MENA, Mind, UNICEF Austria, and Engineers without Borders UK. Bertie is a trustee of Argan Care, an organisation protecting the Argan Forest and setting up women's cooperatives in Souss-Massa (Morocco). Outside work, Bertie is a photographer and an aspiring handpan player.

- **How To Create A Digital Fundraising Culture**



**Peter Fabian**

ActionAid UK (GB)



**Balázs Horváth**

Digital Director (NL)



**Katalin Kovácsné Béres**

SOS Children's Villages International (HU)

From a small town in east Slovakia, Peter is an Eastern-European now living in the UK, where he discovered a passion for fundraising. He is an individual giving specialist with a wealth of experience gained over the last decade. In his early days, Peter managed large-scale acquisition campaigns recruiting tens of thousands of regular donors a year using digital, face-to-face, mail, TV and telephone fundraising. Over the years, he has helped organisations with the redevelopment of acquisition and retention programmes to strengthen their case for support and help them to grow their supporter base.

Peter has also experienced first-hand what fundraising can achieve – in 2015 he visited refugee camps in Iraq, which gave him a renewed passion for his profession. He firmly believes in giving supporters the best experience and connecting them to the work they make possible, but aren't able to see first-hand themselves.

As a retention manager at ActionAid, he currently works on developing retention strategy and maximising the long-term value of supporters. Over the last three years, he has led the strategic redevelopment of retention welcome programmes delivering inspiring and engaging communications to newly recruited supporters, to ultimately improve the lives of women and girls living in poverty.

- **What Can We – Eastern European Fundraisers – Learn From Fundraising In The UK?**

Balázs is an engagement strategist, storyteller and online marketer with experience in fundraising, organisational development and campaigns. In the last eight years, he has created digital mobilisation, engagement and fundraising campaigns for non-profits. Balázs has built digital fundraising programs and teams in five countries (emerging markets in Europe) with a positive ROI after two years and led investments to diversify fundraising programs in established markets with DRTV, telefundraising and online acquisition. In the past he served as marketing and engagement specialist for various agencies, Greenpeace CEE and France, and currently works as a digital director at Mindwize.

- **Engagement As Core Of Digital Growth**

Katalin graduated as an economist and also holds a diploma in communication for electronic media. She has 15 years of retail sales and marketing experience at multinational companies (Shell, Unilever, Sara Lee) and more than 10 years of fundraising experience at an INGO. She is an expert in developing and stewarding partnerships, marketing and cause-related cooperation, customer programmes, loyalty schemes and regional projects. Katalin is a natural leader, a certified business and life coach, and is experienced in leading and advising virtual, international teams and expert networks.

Katalin has been working for SOS Children's Villages International since 2011 – driving the Leadership Giving fundraising of 29 Member Associations in the





## Jan Kroupa

Czech Fundraising Center (CZ)

CEE/CIS/ME region by advising, supporting and building fundraising capacities, but also by establishing and stewarding regional partnerships. She has vast speaking experience: organized, hosted and spoke at numerous regional and global corporate fundraising conferences at SOS Children's Villages International, held workshops at corporate partners' events, at the Austrian Fundraising Congress, at IFC in 2019, as well as at two previous CEE Fundraising Conferences. Her motto is "Whether you think you can or whether you think you can't, you're right." (Henry Ford).

Together with Katarína they form a perfect training team, complementing each other's capacities and experiences – their Vilnius training, which serves as the basis for their masterclass at the CEE Fundraising Conference 2022, was a great success.

- **MASTERCLASS:  
Effective Corporate Fundraising  
For Today's World**

Jan has 20+ years of experience as an international consultant, trainer and researcher focused on philanthropy, resource mobilization and leadership in civil society in more than a dozen countries around the world, primarily in Central and Eastern Europe. He is the co-founder of the Czech Fundraising Center, a leading CEE capacity-building non-profit, and the Chair of NETT – the Civil Society Think Tank – both based in Prague. Jan serves on the boards of several non-profits. *"I serve leaders in the philanthropic sector in pursuing their mission so that they may walk the Earth with their heads held high."*

- **Crossing The Divide**
- **Mastering The Most Important  
10 Seconds In A Major Donor  
Conversation**



## Mladenka Majerić

AMDG (HR)

For nine years Mladenka was Managing Director of the CRVENI NOSOVI Clowndoctors association and actively participated in the work of the RED NOSES Clowndoctors International organisation. Over the last three years, she has been leading strategic planning workshops for associations in Croatia, offering consulting and education in fundraising. In cooperation with the Croatian Union of Counties and the Konrad Adenauer Foundation, she launched the "Yellow Dot – Building Fundraising Culture in Croatia" project. She is a certified executive coach and has completed the Central and Eastern European leadership development program Leaders of Tomorrow. She holds a Certificate in Fundraising from the Chartered Institute of Fundraising UK. Mladenka was awarded the MBA Croatia award for social contribution in 2020 for her work in the non-profit sector.

- **Authentic Leadership:  
Why Doing It Right Is The Right Way?**



## Tony Myers

Myers & Associates (CA)

Tony is a passionate enthusiast, fundraiser, consultant, strategist, author, speaker, and coach who has acquired a lifetime of experience working with leaders on six continents in organizations large and small that are undergoing change. His lifetime achievement includes working with teams of leaders and fundraisers to help raise over \$500 million.

His expertise lies in helping leaders around the world realize their vision and mission. He is internationally recognized for his ability to mould strategic direction, bring about change, develop revenue generation plans and successfully launch and complete major fundraising programmes and campaigns. Tony's work with the Presidents of two major international universities, and numerous non-profit organizations, has gained him an international reputation for making a difference.

Tony's approach in all that he does is to listen first, to seek deep understanding, to identify challenges and then together find a way to meet challenges head-on. He draws from his experience in setting up four charitable foundations across Canada. Tony walks the talk. His involvement in the non-profit sector includes service on several boards, including the CFRE International Board of Directors, Washington D.C., the Association of Fundraising Professionals, CentrePoint for Non-profit Management, the Kelsey Institute Foundation, the ASTech Foundation, Public Legal Information Services, Sustainable Calgary, and other non-profit organizations in Canada and beyond.

As an international consultant, Tony brings passion, energy, enthusiasm, commitment, experience and knowledge to his work with leaders and fundraisers. And he is the first to tell you that he loves his job and says he doesn't really work, he just gets up every morning and goes to "joy".

Tony and his wife Erna live in Edmonton, Alberta where they spend valuable time with their three adult children and five grandchildren.

- **MASTERCLASS:**  
**Lead, Follow Or Get Out Of The Way:  
How To Be A Better Leader In A Time  
Of Profound Change**
- **Mastering The Most Important  
10 Seconds In A Major Donor  
Conversation**
- **PLENARY:**  
**The Power Of Listening And Raising  
More Money!**



## Konstantina Papadimitriou

Inuksuk Consulting (GR)

Konstantina is a passionate strategist, fundraising consultant, trainer, mentor and philanthropy advisor working with organizations and donors who seek to grow and achieve impact. She has been leading fundraising teams in international non-profit organizations, such as Greenpeace and ActionAid in Greece, and she currently supports numerous organizations in the country to develop their fundraising and leadership capacity, fulfil their goals and embrace change. Konstantina works with non-profit professionals who want to lead with confidence and thrive in a constantly changing environment, helping them gain a new perspective and develop skills, attitudes and behaviours that will help them find success and fulfilment.

- **MASTERCLASS:**  
**Lead, Follow Or Get Out Of The Way:  
How To Be A Better Leader In A Time  
Of Profound Change**
- **Networking For Those Who Hate  
Networking**



## Robert C. Osborne, Jr.

The Osborne Group (US)

Robert was taught the power of philanthropy from an early age by both his parents. With more than 25 years of experience in the not-for-profit sector, Robert brings his expertise to his clients, the organizations whose boards he serves on, and the pro bono projects he assists with. He believes that civil society has a critical role to play in making the world a better place.

A well-known international speaker and workshop leader, Robert works with all types of organizations and all sizes. He has conducted well-received workshops and/or keynote addresses for the International Fundraising Congress, the Association of Fundraising Professionals, the Association of Healthcare Philanthropy, the International Fundraising Festival, AFP Congress, the Fundraising Institute of New Zealand, and many others.

Robert serves on the Board of the United Hospital Fund in New York. He also serves on the International Advisory Board of the Impact Hub Belgrade in Serbia, and the Advisory Board of the Impact Hub Metropolitan in New York. He is a studio partner and co-founder of Studio X Ventures, a venture studio for social impact start-ups in the Western Balkans, with a focus on women founders. Robert serves as a mentor and advisor to a number of start-ups in the US and the Western Balkans.

- **Achieving Impact Through An Ecosystem Model**
- **Metrics Based Decision Making For Fundraising Success**



## Livija Rojc Štremfelj

Educator (SI)

Livija holds a BA in English and Spanish language and literature and an MSc in non-profit organisation management. For over 23 years, Livija has been active as a volunteer and professional in a number of non-profit organisations, working in the areas of humanitarian aid, arts, youth, and education, in both the public and private sectors. Livija is a Certified Fund Raising Executive.

Since 2013, Livija has lectured as an assistant for fundraising at the School of Economics and Business, University of Ljubljana, and at national conferences. In 2019, Livija wrote a guidebook for leaders of nonprofit organisations on the principles of gamification, learning-how-to-learn techniques, and management. The Playground is a simple model she is keen to promote among the leaders of different non-profits worldwide.

- **The Playground Of Organisational Effectiveness**



## Gemma Rooke

Gemma Rooke (GB)

Gemma has worked as a fundraiser for 10 years in the arts, culture and heritage sector, then additionally for the past 3 years as a non-denominational funeral celebrant. Working across all areas of fundraising, she works with artists, museums and theatres to grow their income and improve governance.

- **Death And Dying – What Not To Say**





## Konrad Siwiński

Social Impact Alliance for Central & Eastern Europe (PL)

Konrad is a Consumer Research Expert at the Social Impact Alliance for Central & Eastern Europe. He is a quantitative and qualitative researcher with ten years of experience, mainly in the field of finances and new technologies. For the last 10 years, Konrad has been a Managing Consultant at Kantar and is currently a Partner at Minds & Roses Research Agency. He specializes in the field of innovation, strategy and client experience building, and favours large strategic projects that are carried out close to clients' daily business operations. Konrad is a graduate of the Faculty of Economic Sciences at the University of Warsaw. He is also a music enthusiast with a collection of over 2000 CDs.

- **Philanthropy In Central And Eastern Europe 2020—2022**



## Kay Sprinkel Grace

Transforming Philanthropy (US)

Kay understands the challenges of 21st-century philanthropy as well as its opportunities and brings her experience from working with countless non-profit organizations to bear on the current issues affecting philanthropy, donor development, fundraising, outreach, message strategy and volunteerism. As principal of her own organization since 1989, her clients include public media, hospitals, universities, arts and cultural organizations, environment and social justice organizations, churches and education, as well as community-based services. A goal of her consulting is to mentor and strengthen leaders within organizations to grow their success while achieving their immediate goals.

Kay has spoken at numerous conferences across the United States and worldwide. Her BA and MA are from Stanford University, where she is a recipient of their highest award for volunteer service, The Gold Spike. Professionally, she is a recipient of the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fundraising (2013) from the Lilly Family School of Philanthropy at Indiana University, the AFP Golden Gate Chapter Lifetime Achievement Award (2020), and the AFP Global Fundraising Professional of the Year Award (2020).

She is the author of seven books related to philanthropic practices and board engagement: *Beyond Fundraising* (1997 and 2005, Wiley); *High Impact Philanthropy* (2001, co-author Alan Wendroff, Wiley); *Over Goal!* (2005, Emerson & Church); *The Ultimate Board Member's Book*, (Third Edition, Revised 2013, Emerson & Church); *The Busy Volunteer's Guide to Fundraising* (Revised 2009, Emerson & Church); *The AAA Way to Fundraising Success: Maximizing Involvement, Maximizing Results*, (2009, Whit Press of Seattle and Jackson Hole); *Transform Your Board Into a Fundraising Force* (2019, Emerson & Church).

She serves on the Advisory Board of the Czech Fundraising Center, Prague, Czech Republic, and the governing boards of Grace Cathedral and Philharmonia Baroque Orchestra & Chorale, San Francisco. She lives in San Francisco.

- **MASTERCLASS:**  
**When The Crisis Is Over, Will Your Donors Move On?**
- **Are We Serving Or Solving The Problem In Our Communities?**



## Jillian Stewart

Peerworks Consulting (NL)

Jillian Stewart is a passionate “fundraising event junkie” and founder of Peerworks Consulting. She has spent the past two decades creating and optimizing peer-to-peer fundraising events and campaigns for big and small charities all over the world. In addition to being a consultant, Jillian “eats her own dog food” by actively participating in events and personal fundraising for the causes she is most passionate about, including climate change, mental health, breast cancer, HIV/AIDS and rare lung disease. When not working hard to change the world, Jillian loves to be out exploring the world...usually hiking and camping in the middle of nowhere.

- **MASTERCLASS:**  
**Building An Even BIGGER Community Using The Power Of Peer-To-Peer Fundraising**
- **Introduction To Peer-To-Peer Fundraising**



## Zuzana Suchová

Fundraising, Marketing & PR Consultant (SK)

Zuzana Suchová is a fundraiser, marketing and PR manager. She graduated from the Faculty of Marketing Communication of the University of Ss. Cyril and Methodius in Trnava. She has helped raise funds for several organizations and projects in recent years, especially for Bratislava’s Nová Cvernovka, Zuzana Čaputová’s presidential campaign, as well as front-line health workers during the Covid pandemic as part of the Who Will Help Slovakia initiative, and for refugees from Ukraine under the Who Will Help Ukraine initiative. She currently works for the Donio fundraising platform and is responsible for fundraising for Matúš Vallo and Team Bratislava’s mayoral campaign.

- **Creative Networking & Quiz Game**





## Daryl Upsall

Daryl Upsall International (ES)

Daryl, who is based in Madrid, has 38 years' experience working with over 240 non-profits in 70 countries. Known for his leadership and innovation, and pioneering digital fundraising, he co-created face-to-face fundraising during the 1990s while leading Greenpeace International fundraising worldwide.

Daryl Upsall International provides strategic consulting support to the world's leading UN agencies and INPOs and its search division has successfully recruited 742 positions for 260 organisations in 129 locations.



## Ivan Zaťko

Crowdfunding Freelancer (SK)

Ivan has been in the fundraising ecosystem for more than 8 years. Starting with a \$2 million Kickstarter campaign, he has successfully executed 100+ crowdfunding campaigns. Last year, Ivan became a country manager for Donio, the fastest-growing fundraising platform in Slovakia.

- **Crowdfunding Dynamics: When A Perfect Campaign Page Is Not A Solution**

He is the founder/co-owner of Spain's leading telephone fundraising agency, The Fundraising Company SL, and the F2F agency International Fundraising SL in Spain and Mexico. In Spain, these agencies raised circa 2.5 billion euros for non-profits. He co-owns the digital fundraising agency dgtl fundraising SL which operates with leading NPOs in Spain, Italy and Mexico.

Daryl has spoken at conferences in 32 countries and writes for leading non-profit journals. He is a Fellow of the UK Chartered Institute of Fundraising and former Vice-Chair of the Association of Fundraising Professionals.

- **PLENARY:**  
**Challenges And Opportunities: Trends And Innovations Impacting Fundraising Worldwide**
- **Why Have A Fundraising Strategy Or Business Plan? What Tools Can Help You Develop One?**
- **Fundraiser Burnout – Are We Looking After Ourselves?**



# CEE Leaders of Tomorrow

23 – 28 October 2022  
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Rethinking strategy • Getting your message across

## When The Crisis Is Over, Will Your Donors Move On?



### Kay Sprinkel Grace

Transforming Philanthropy (US)

In this masterclass, Kay will explore a global phenomenon in fundraising that has affected all kinds of organisations: donors who respond generously to a crisis and yet stop supporting our work when they feel the crisis is over. It happens all the time with natural disasters like earthquakes, and tsunamis – support rushes in for immediate relief but is greatly reduced when the crisis is over. Most of these donors do not become long-time investors continuing their support for strategies that will mitigate future disasters or provide long-term care, housing or medical assistance for those left in the wake of these disasters. War may be the worst disaster of all: death, destruction, rapid emigration to safer places, children abandoned, families separated. Funding for relocation, immediate help, food insecurity, housing needs: donors and communities rally to help. And, sadly, they tire of the war, and its impact, and it is challenging to keep these donors supporting us. The good news is that there are ways to keep them engaged as donors even after a crisis, natural disaster or the devastation of a war like what has happened in Ukraine.

Class structure will be interactive, with small groups and individual work. Participants are requested to bring their fundraising messages and materials for acquiring new donors and retaining existing donors. They are also asked to bring an actual story of someone who was helped by their initial fundraising for a cause or program.

#### Learning outcomes:

Participants will

- Learn how to shift their message platform from crisis response to long-term investment;
- Understand that while a crisis will engage donors with an impulsive gift, for long-term donor retention the gift must become habitual, then thoughtful;
- Leave the masterclass knowing how to engage a donor from the first gift, no matter how small, and retain the donor even as the crisis is resolved.

#### Who should attend:

- Fundraising professionals involved in donor development strategy,
- Those responsible for fundraising “marketing” messages for direct marketing and stewardship of donors.

Fundraising from the few

## Effective Corporate Fundraising For Today's World



### Katalin Kovácsné Béres

SOS Children's Villages  
International (HU)



### Katarína Bartovičová

Slovak Fundraising Centre (SK)/  
EDRI (BE)

This masterclass will offer a practical hands-on approach to how to start and develop relationships with corporate donors in order to diversify potential income and increase the future financial sustainability of your organisation.

The masterclass will cover a wide range of topics, starting with principles and fundamentals, through trends in the changing landscape of corporate giving against the backdrop of the impact of the Covid-19 pandemic and the war in Ukraine, to inspiring examples of corporate-NGO partnerships from the CEE region. Presentations and interactive discussions between presenters and participants will be complemented by individual and group work.

#### Learning outcomes:

Understanding the principles, strategies and practices in corporate fundraising in order to build masterclass participants' knowledge, expertise and confidence:

- Basic ingredients, pre-requisites, practices and tools of corporate fundraising,
- Corporate fundraising cosmos today – trends & insights,
- Strategy and Activity Planning & Working Cycle,
- Inspiring examples of corporate-NGO partnerships,
- Communication aspects in corporate fundraising,
- Pitching vs co-creation,
- Stewarding your corporate partner for a better world,
- Guide to corporate foundations.

#### Who should attend:

- Fundraisers who are starting or already have some experience in corporate fundraising,
- Leaders wishing to refresh their knowledge and experience,
- Everyone interested in corporate fundraising.

## Leading and managing

## Lead, Follow Or Get Out Of The Way: How To Be A Better Leader In A Time Of Profound Change



**Tony Myers**

Myers & Associates (CA)



**Konstantina Papadimitriou**

Inuksuk Consulting (GR)

The number one issue facing the NGO sector today is leadership. And if you're like most of us you are experiencing new leadership challenges in your organization. The pandemic has called on all of us to lead in new ways, with new understanding and new skills. And even as the pandemic winds down, the challenges persist and become even more complex.

So, what are the issues today? How do we address them? What do we need to do to grow leadership in ourselves? How do we address the critical leadership issues in our organizations? What new skills and abilities do we need to adopt? What proven leadership skills and abilities do we need to refine and apply?

Join two professionals, representing both sides of the Atlantic, reflecting the views of two genders and two different generations as they take you on a leadership journey to heighten your awareness and perception of how to thrive and survive as leaders in a time of unprecedented change. They will challenge you, engage you, make you think and help you prepare for 2023 and beyond.

For 35 years, Tony has advised NGO leaders in organizations undergoing change, on 6 continents around the world. For 17 years, Konstantina has confronted leadership challenges in Europe as a fundraising professional, and today helps numerous others benefit from her experience.

### Learning objectives:

- Identify the 6 primary leadership challenges facing NGOs today,
- Articulate the primary leadership qualities that will help you succeed – exercise,
- Learn how to deal with leadership challenges in your NGO – presentation,
- Create a plan of action that can make a difference for you and your NGO – exercise,
- Articulate learnings you can share with your colleagues and supervisors – exercise.

This action-packed session is low on theory and high on practice. You will come away with a better understanding and appreciation of how you can be effective as a leader at work, a leader in your organization and a leader in your own life.

### Who should attend:

This session is for those who want to take time to reflect and consider 'how to get things done', especially:

- Those in leadership positions;
- Those who aspire to be in leadership positions;
- Those who want to be better leaders;
- Those who want their leaders to be better leaders;
- Those who aspire to grow in their current positions.

It is about how to lead people and lead projects, in a manner that not only takes care of the tasks but also takes care of the people.



Fundraising from the many

## Building An Even BIGGER Community Using The Power Of Peer-To-Peer Fundraising



**Jillian Stewart**

Peerworks Consulting (NL)

Most likely, you already have a community of donors... but wouldn't it be game-changing to have a community of people who participate in events and campaigns and fundraise on your behalf? Or perhaps you've been doing some crowdfunding... but what about *crowdfunding*?

In this masterclass, you'll discover the power of peer-to-peer (P2P) fundraising and learn how to leverage your community's personal networks to attract significantly more supporters *and* raise more money for your cause.

We will begin by exploring the various types of P2P programs and explaining the unique risks and benefits of investing in them. We will then take a deep dive into what is critical to the success of any P2P campaign. Throughout the session, we'll showcase some of the coolest, most successful P2P programs from around the world.

You'll walk away from this session with a solid understanding of what makes P2P so powerful... as well as the confidence you need to either add "peer-to-peer" to your overall fundraising strategy or boost the results of your existing P2P strategy.

### Learning outcomes:

- Understanding the different types of P2P fundraising— from events to "DIY".
- Understanding the unique benefits of P2P fundraising and why it's so effective.
- Understanding key success factors in minimizing risk and maximizing the revenue of a P2P program.

### Who should attend:

Everyone will find something valuable in this session—organisations that are not (yet!) doing P2P fundraising as well as those organizations already doing some P2P and are looking for ways to optimise or expand those program(s).



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Rethinking strategy

## Challenges And Opportunities: Trends And Innovations Impacting Fundraising Worldwide



### Daryl Upsall

Daryl Upsall International (ES)

Traditional fundraising tools and channels do not appeal to new generations of philanthropists; costs of recruiting and retaining new donors are at record highs yet new channels are failing to bring in sufficient volumes of quality donors; public trust in the sector cannot be taken for granted; scrutiny and regulation abound; there is a global crisis in hiring talent and fundraising leadership and struggle to compete for positive media attention in 24-7 high-speed news world.

What are the latest tools, currencies, payment tools etc. that are available to fundraisers today such as Facebook, WhatsApp, TikTok, Instagram, digital wallets, crypto and NFTs that we are not close to maximising their use? How well are we prepared to benefit from artificial intelligence, bots and more...?

COVID-19 and now the war in Ukraine have added completely new challenges for our sector, so how do we adapt, invent, change, and invest for future fundraising success?

#### Learning outcomes:

- The wider world is changing faster than the fundraising world, so how do we react, respond and adapt to this NOW?
- What do donors and philanthropists really want, are we meeting their needs and how can we change this?
- Are we ready for bots, AI, Bitcoin, the impact of technology, and the 100% digital integrations of fundraising as in China?
- When was the last time we looked at our PESTEL? What is the impact of the **P**olitical, **E**conomic, **S**ocial, **T**echnological, **E**nvironmental and **L**egal realities and changes upon fundraising and philanthropy?
- Getting ready for future major disruptive changes in the global external market.
- How Covid-19 and disruptive events such as Ukraine have impacted and changed fundraising now and in the future.

#### Who should attend:

- All levels of fundraisers,
- Agencies,
- CEOs.

Fundraising from the few • Leading and managing

## The Power Of Listening And Raising More Money!



### Tony Myers

Myers &amp; Associates (CA)

If you are one of those who come to conferences to really engage, participate, interact, discover and learn, then this session is for you. This session is about you, is conducted with you and is meant for you. It is an interactive session designed to focus on the most important and valuable tool in fundraising (and in life): Listening.

Join Tony as he takes you on a journey that will change the way you work and play and live, the moment you leave the room. The session is dynamic, interactive, and you will learn more about yourself and how you too can be more successful as a fundraiser and leader in your profession.

This session is best suited for anyone who wants to be more effective and/or more successful in their work, their leadership, and their life.



Rethinking strategy

## Achieving Impact Through An Ecosystem Model



**Robert C. Osborne, Jr.**

The Osborne Group (US)

Too often we view our work and funding from a scarcity mindset where we view other NGOs as competition. What if we could adopt an abundance mindset, where NGOs can assess the needs of their community and then work together to meet those needs under a shared vision? What if we could create the space and conditions for shared innovation? In this session, we will explore how the NGO sector can work together to achieve better impacts, increase the level of funding available to them, and pool resources. This session draws from Community Centric Fundraising, the for-profit start-up community, opinion research and strategic planning and fundraising best practices to explore ways that NGOs can work together as a single ecosystem.

### Learning Outcomes:

- Explore how to assess the needs of your community,
- Explore how to work towards a shared vision,
- Explore how to build a vibrant ecosystem of shared resources.

### Who should attend:

- Executive Directors,
- Board members,
- Senior team members,
- Fundraisers.

Leading and managing • Rethinking strategy

## Are We Serving Or Solving The Problem In Our Communities?



**Kay Sprinkel Grace**

Transforming Philanthropy (US)

The majority of NGOs exist to solve a problem in the community: housing, food insecurity, immigrant relocation, chronic diseases – the list is long. And yet, do we partner with other allied or similar organizations to work together to accelerate a solution? Or do we continue to serve the problem to keep our organization competing for resources? As NGOs proliferate in response to growing issues in our communities, mastering cooperative approaches to accelerate results is imperative. In this session, Kay will offer some examples of NGOs that have come together to solve community problems and have done so with an increased benefit to the people they are helping. If our NGO sector is to be as strong as it needs to be to confront the issues of our times, it calls for new approaches and new solutions.

### Learning outcomes:

Participants will:

- Learn the “multiplier” effect: that when organizations work together their impact is not diminished, but increased;
- Understand that funders want to see us working together because they want to see the problems solved, not just served;
- Leave the class knowing how to present this new approach to staff, board and donors as a new way for organizations to strengthen communities by marshalling resources for greater impact.

### Who should attend:

- Senior level professionals/decision-makers involved in strategy setting and leadership of NGOs.

Leading and managing

## Authentic Leadership: Why Doing It Right Is The Right Way?



**Mladenka Majerić**

AMDG (HR)

Becoming an authentic leader starts with knowing who you are, what your values are, and what your vision is for your organisation and the world you live in. Authentic leadership relates to how a person communicates, both internally and externally, how he/she makes decisions (especially difficult ones) and how he/she demonstrates integrity towards the volunteers, employees, donors, and the public. It requires a high level of self-awareness and courage to be vulnerable. Authentic leadership is strongly connected with ethical decision-making, transparency, and building trust. This session will explore the connection between authentic leadership and building a successful organisation with high social impact and strong relationships with donors.

### Learning outcomes:

- Understanding how the organization’s vision, mission, and values drive authentic leadership,
- Exploring the characteristics of an authentic leader,
- Exchange of values between an organisation and its environment,
- What is the connection between authentic leadership and the social capital of the organisation?
- Why is social capital important for fundraising?

### Who should attend:

- Board members,
- Managing directors,
- Fundraisers.

Fundraising from the few

**Crossing The Divide****Jan Kroupa**

Czech Fundraising Center (CZ)

**Jiří Bárta**

Via Clarita (CZ)

The biggest challenge most organizations in our region seem to face when starting to build their major donor fundraising programs is spanning the gap between leaders in the philanthropic sector and leaders in the commercial world. For over two years, Jiří Bárta and Jan Kroupa have been working on a EUR 1 million major donor endowment campaign and succeeded in building one of the first cabinet-driven campaigns in the region. This session has been designed to share all the experiences and learnings from engaging people of influence and affluence in leadership roles in resource mobilization.

**Learning outcomes:**

Participants will learn:

- How to organize a major donor campaign,
- How to integrate campaign-based major donor fundraising with annual fundraising operations,
- How to engage people of influence and affluence as high-level volunteers in fundraising,
- How to build and how to work with a campaign cabinet,
- What the difference between staff-driven and cabinet-driven campaigns is.

**Who should attend:**

- Major donor fundraisers,
- Development Directors,
- CEOs,
- Board members involved in fundraising.

Getting your message across

**Creative Networking & Quiz Game****Zuzana Suchová**Fundraising, Marketing  
& PR Consultant (SK)**Katarína Bartovičová**Slovak Fundraising Centre (SK)/  
EDRi (BE)

Whether you are a CEEFC regular or this is your first time attending this conference – come and join us for some fun and a boost of energy at the end of a demanding conference day! This session, led by the entertaining fundraising duo of Zuzana & Katarína, consists of creative networking activities to help you get to know other participants outside of your usual conference social bubble (no awkward stuff, we promise!) and a fundraising quiz (yes, you can win a prize!).

Fundraising from the many

**Crowdfunding Dynamics: When A Perfect Campaign Page Is Not A Solution****Ivan Zařko**

Crowdfunding Freelancer (SK)

100+ crowdfunding campaigns have taught me that having a great campaign page is not enough. Fundraisers need to learn the basic principles of using project milestones, and as the campaign evolves, adding multiple new rewards and changing the campaign page while maintaining overall consistency.

**Learning outcomes:**

In this session, I will present field-tested examples of how to get the most out of your fundraising campaign.

**Who should attend:**

- Advanced fundraisers.



Fundraising from the few • Getting your message across

## Death And Dying – What Not To Say



### Gemma Rooke

Gemma Rooke (GB)

Drawing on my experience as a fundraiser, but also a funeral celebrant, I'll share all the mistakes I've made (as well as those I've seen) when working with families who are grieving or preparing their legacy.

#### Learning outcomes:

Participants will feel more comfortable talking about death and dying, working with families who have left a gift to their organisation and making their organisation more comfortable talking about legacies.

#### Who should attend:

The session is for those who are implementing the legacy scheme and especially those who think there will be some resistance from other members of staff and boards. It will also be relevant for people wanting to strengthen their legacy schemes and make them more personal.

Rethinking strategy

## Engagement As Core Of Digital Growth



### Balázs Horváth

Digital Director (NL)

In this session, we will showcase how organizations can grow their online community and fundraising and gain valuable insights into their audiences to achieve a greater impact on their goals. We will explain how effective online campaigns for awareness, engagement, community growth and fundraising can help organizations grow a long-term supporter base and achieve their organizational mission. We will also outline the fundamentals of the engagement approach via three main parts of the scope of work and what needs to be done to initiate such an approach:

1. Propositions
2. Creative concepting
3. Full-funnel digital test campaign

#### Learning outcomes:

- Long-Term Vision and Objective,
- Full-Funnel Approach,
- Data-Driven, Test-and-Learn.

During the session, participants will collect lead-generation ideas for their organisations, so they experience tangible outcomes. They will also learn how to put ideas into propositions, then test them and roll them out with telemarketing as a potential next step.

#### Who should attend:

- Organizations who want to grow online.

Leading and managing

## Fundraiser Burnout – Are We Looking After Ourselves?



### Daryl Upsall

Daryl Upsall International (ES)

In fundraising, we focus on the bottom line, but at what price? Who is investing in the lifetime value of committed fundraisers and how would we do this? We track the footprints of self-reflected fundraising leadership to lead people, inspire lives and carry the torch of great leadership by leading through humanity.

Fundraisers are under pressure to meet income targets. We fail to recognize that success, fundraising growth and fun at work are the result of great and inspirational leadership. We are often up against tight budgets, challenges to recruit new and loyal donors, keep donors happy, put in long hours to meet tough deadlines, deal with workplace politics and have to witness inappropriate behaviour and questionable leadership. The impact of COVID-19 on fundraisers in most organisations only added to the pressure as they have had to work from home, feel more professionally isolated, miss the sharing community, sense of solidarity and learn from conferences such as this. Channel focus has changed rapidly to digital, telephone and DRTV and away from meeting with major donors, face-to-face, community and retail stores, thus leaving some fundraisers ill-equipped for the new reality of fundraising.

Our sector has great potential to be a fertile ground for great leadership anchored in believing in our great causes. The reality looks different.

This session tries to explore some contradictions. We are inherently wanting to “achieve more” driven by our mission. Many of us have seen fundraisers suffer from burn-out, and depression or we have been there ourselves. Are we more in danger of burnout? Are we taking as much care of ourselves as we do our organisation’s income and donors? We will explore what appear to be the causes of fundraiser stress and burn-out, how to recognise it in ourselves and others and offer some ways of supporting ourselves and our colleagues.

### Learning outcomes:

In the session we will:

- Learn how to recognise a major problem in our sector and share our experiences and learnings,
- Learn how to spot the signs of stress, depression and behaviour patterns causing burnout,
- Learn how to look after mental and physical health in a long and successful career (likewise for those working in the consulting or supplier side of the non-profit sector),
- Learn how to develop tools and techniques that will enhance the mental and physical health of fundraisers in general,
- Hear the best examples of how to survive and thrive in a COVID and post-COVID fundraising world.

### Who should attend:

- Fundraisers and support staff who are experiencing work-related stress, exhaustion, depression, fear,
- Managers of staff who may recognise the above symptoms and/or want to deal with or prevent them within their team.

### Rethinking strategy

## How To Create A Digital Fundraising Culture



### Bertie Bosrédon

NGO Digital Consultant (ES)

During this session, Bertie will provide a step-by-step methodology to help you strengthen your internal digital fundraising culture. He will focus on 3 core areas: culture, governance, and technology. He will be using examples from local and international organizations he has helped over the past 10 years to:

- Assess their digital maturity,
- Improve their governance and processes,
- Audit their tools and use of data,
- Plan cross-organizational journeys,
- Optimize results and share learnings.

Bertie will share a range of practical templates to help you start/continue your digital journey.

During the conference, Bertie will be available for 15-30 minutes “digital surgery” sessions to answer specific questions about digital governance, fundraising tactics, email automation, donation platforms analytics and reporting.

### Learning outcomes:

- A better understanding of the importance of a strong digital culture.
- Tools to deploy robust governance and user-centred journeys.
- Demystification of the complexity of digital fundraising.

### Who should attend:

- Organizations new to digital fundraising or keen to maximize opportunities.

### Fundraising from the many

## Introduction To Peer-To-Peer Fundraising



### Jillian Stewart

Peerworks Consulting (NL)

In this workshop, you’ll discover the power of peer-to-peer (P2P) fundraising and learn how it can leverage your community’s personal networks to attract significantly more supporters and raise more money for your cause.

We will first explore the various types of P2P programs so you can determine which type is the best fit for your organization. We will then explain what it really means to invest in P2P so that it will have the greatest chance of success. Throughout the session, we’ll showcase some of the coolest, most successful P2P programs from around the world.

You’ll walk away from this session with a solid understanding of what makes P2P so powerful...as well as the confidence you need to either start doing P2P for the first time or add a new program to your existing P2P portfolio.

### Learning outcomes:

- Understanding the different types of P2P fundraising – from events to “DIY”.
- Understanding the unique benefits of P2P fundraising and why it’s so effective.
- Understanding what to expect when investing in P2P fundraising.

### Who should attend:

Everyone will find something valuable in this session – organisations that are not (yet!) doing P2P fundraising as well as those organizations already doing some P2P and are looking for ways to optimise or expand those program(s).

Fundraising from the few • Getting your message across

## Mastering The Most Important 10 Seconds In A Major Donor Conversation



**Tony Myers**

Myers & Associates (CA)

Ah, the most important 10 seconds in a donor conversation! If you are like us, your first thought is about asking for money. We would say you are close to the truth. However, this is not what this session is about. While asking is important, there is one thing more important and more difficult for most people doing major donor fundraising: “getting to the request”.

Our goal in this session is to make the transition from talking about giving to actually asking for a major gift easy for you. This session is about how we move from cultivation and conversation and get to the point. We promise to explore this challenge together and offer specific tips and techniques on how to build a solid and seamless bridge that allows you and your donor to walk from cultivation to solicitation.



**Jan Kroupa**

Czech Fundraising Center (CZ)

Join Tony and Jan for a practical session, based on 45 years of combined experience, as they share what they’ve learned about the most important 10 seconds in a donor conversation.

### Learning outcomes:

- Discover at least 5 proven transition techniques that move us from conversation to the request.
- Learn about the 3 most common blocks to asking we encounter.
- Consider how we can avoid request blocks, or how we can break through them.
- Find out how to have more fun in tough situations as we explore win/win solutions together.

### Who should attend:

- Major donor fundraisers,
- Corporate partnership managers,
- CEOs,
- Board members,
- Cabinet members,
- And all those who take part in one on one donor conversations.

Leading and managing • Rethinking strategy

## Metrics Based Decision Making For Fundraising Success



**Robert C. Osborne, Jr.**

The Osborne Group (US)

With all the time and effort you put into fundraising, you want to make sure that you’re getting the right information so you can make sound decisions about your fundraising work. The RIGHT metrics can help you understand what is working and what isn’t. They help you determine what strategies to focus on and develop further, and which ones to eliminate. Too often, our decisions are dictated by gut feelings and assumptions, with the review of metrics as an afterthought. The development of a thoughtful metrics plan can have a significant impact on your ability to effectively implement your fundraising program from your annual giving to major gifts. They provide you with the ability to monitor progress and make necessary course corrections in a timely manner. Metrics is also a powerful management tool, helping to identify opportunities and figure out who, on your staff and volunteer teams, you want to invest in, who your stars and emerging stars might be, and who might need further development. Join Robert for an information and strategy-packed session on what to measure, how to measure and how to use what you’ve learnt.

### Learning outcomes:

- Understand the metrics available to you and when to use each metric,
- Understand how to tie metrics to your fundraising strategy and how to analyze results for better outcomes and stronger fundraising,
- Understand how to use metrics as a management tool.

### Who should attend:

- Development/Fundraising managers,
- Executive Directors and CEOs,
- Gift officers.



Fundraising from the few • Getting your message across

## Networking For Those Who Hate Networking



### Konstantina Papadimitriou

Inuksuk Consulting (GR)

Fundraising is all about building relationships. It involves human interactions, courageous communications and sometimes, effective negotiations. But being out there is not always easy; it comes with fear of rejection, and fear of interacting with people who are wiser, older, and stronger. Fundraisers may find themselves in stressful situations and some are even discouraged to continue, mainly when expectations to perform raise additional pressure. But we all know that the safety of our desks does not bring money into the organization. So, how can we overcome networking challenges and the fear of exposure? How can we stand with confidence on any occasion and be able to maintain control? This session guides you on how to build self-resilience while enjoying the journey of building real, human relationships with your donors, with authenticity and kindness.

#### Learning outcomes:

- How to build genuine relationships with your donors,
- How to deal with challenging situations and maintain self-control,
- How to prepare for donor meetings,
- How to boost your confidence.

#### Who should attend:

- Major donor fundraisers,
- Development officers & managers,
- Young fundraisers looking to build a network.

Rethinking strategy

## Philanthropy In Central And Eastern Europe 2020—2022



### Konrad Siwiński

Social Impact Alliance for Central &amp; Eastern Europe (PL)

During the session, we will present the results of research conducted in 2020—2022 among the residents of 11 CEE countries (N=600 per country). We will show the scale of support for social goals, discuss the main motivators and barriers to it, and give recommendations on how to develop the philanthropic activities of societies in our region. We support conclusions with observations from consultations carried out in selected countries with key actors and decision-makers in the area of social engagement.

Detailed methodology:

Quantitative study:

- 2020: Poland, Czech Republic, Slovakia, Hungary
- 2022: Bulgaria, Croatia, Estonia, Latvia, Lithuania, Romania and Slovenia

N=600 interviews per country, national representative sample

Qualitative study/Consultations:

- 2021: Poland
- 2022: Czech Republic, Slovakia, Croatia, Hungary around 10-20 in-depth interviews (IDIs) per country with key actors and decision-makers in each country, mostly umbrella organizations for family businesses and SMEs, non-profits, academic institutions, and national and international organizations supporting social engagement in the region.

#### Learning outcomes:

- Knowledge about the scale of support for social goals in CEE countries,
- Tips on how to address barriers preventing private and business donors from being active in tackling social issues,
- Catalogue of motivators that could increase social involvement in the region.

#### Who should attend:

- Fundraisers,
- All people interested in strengthening civil society in the region.



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It only takes a few moments and your feedback will help us and our speakers to improve.

**Thank you.**



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## Leading and managing

### The Playground Of Organisational Effectiveness



**Livija Rojc Štremfelj**

Educator (SI)

Using the playground as a metaphor for a non-profit organisation, this workshop will take you on a journey to renovate its 14 stations, each representing an important focus area in an organisation's management. Step-by-step in a playful, cheerful way, participants will learn which areas are functioning well in their own organisations and which are in need of further, more in-depth attention.

The stations of the playground – the areas the workshop will cover – are the climbing wall (your mission), the spring rocker (legislation), the sandbox (creativity), the train (content and programmes), hopscotch (budgeting), the roundabout (human resource management), the slide (education and training), the seesaw (public relations), the wobbly log bridge (fundraising), the trampoline (competition), the chin-up bar (time and energy management), the bench (board management), the drinking fountain (basic needs of employees and volunteers), and the trash can (ethics).

The renovation of each station will conclude with three simple tips to help improve that area and, as a consequence, make the whole organisation more effective. The workshop will draw on theatre techniques and non-verbal memes that nudge you to think about your own ways of doing things and get motivated. From the experience of Slovene attendees and readers of the handbook, I see that the fresh leaders-to-be see it as the reference book containing essential aspects of establishing and running an NGO. Meanwhile, senior managers describe it as a playful and amusing new perspective on a serious topic.

#### Learning outcomes:

- 42 simple but essential tips about non-profit management,
- Important but often forgotten factors (e.g. board management, ethics),
- A model that can be helpful or just an idea; a suggestion that can be accepted, adopted, or simply forgotten. You decide.

#### Who should attend:

- Open-minded and creative leaders.

## Rethinking strategy

### What Can We – Eastern European Fundraisers – Learn From Fundraising In The UK?



**Peter Fabian**

ActionAid UK (GB)

In the United Kingdom, charitable giving has a long history. About half of adults support a charity of their choice which puts the UK among the highest-giving countries in the world. With over 160,000 organisations to choose from, there is a wide range of causes to support. But despite the generosity of the British people, fundraising is getting harder and harder. So, what has changed in the last decade?

In his session, Peter will talk about his experience of working in the UK. He will share his views on fundraising and draw comparisons between practices that might (or not) be applicable in the Central and Eastern European environment.

#### Learning outcomes:

Overview of the UK charity market,

- Changes in the sector over the last decade,
- Practical tips for fundraisers that could be applied in the CEE environment.

#### Who should attend:

Mass engagement fundraisers,

- Fundraisers who are inspired by philanthropy in the UK.



## Rethinking strategy

## Why Have A Fundraising Strategy Or Business Plan? What Tools Can Help You Develop One?



### Daryl Upsall

Daryl Upsall International (ES)

If you are not targeting the right funding avenues with your current fundraising strategy, then you're wasting your resources. If you do not have targets, you cannot measure your progress. You can fundraise in an ad-hoc, haphazard kind of way and you might get there in the end. Mind you, you might not. If your team doesn't have direction, they will not achieve their potential, or worse, they will leave, and you risk burning out all your volunteers along the way. So, having a great fundraising strategy is crucial.

In order to build a realistic and workable fundraising strategy, it helps to use some of the basic business tools such as SWOT, PESTEL, Boston Matrix, and understand fundraising product lifecycles. You need to know where you are now to map the route to where you want to be. This session will provide you with the tools and building blocks to create YOUR fundraising strategy and action plan to deliver it.

### Learning outcomes:

In the session we will learn:

- How to use some of the simple business tools outlined above to understand the fundraising market you are operating in,
- How to develop simple steps toward setting up a fundraising strategy,
- Why you need one and how to develop your "Case for Support",

- To choose the fundraising channels and techniques that most suit your organisation,
- The impact of the **P**olitical, **E**conomic, **S**ocial, **T**echnological, **E**nvironmental and **L**egal realities and changes on fundraising and philanthropy.

### Who should attend:

- CEOs,
- Fundraising directors,
- Managers of multi-channels and programmes.



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