



CEE FUNDRAISING
CONFERENCE

11 – 13 Oct 2023
Bratislava | SK



IMPACT THE FUTURE

Wednesday, 11 October 2023

Masterclasses

- 12:00 – 13:00 **Registration**
(FULL + MASTERCLASS Programme)
- 13:00 – 14:30 **Masterclass Session 1**
- 14:30 – 15:00 **Coffee Break**
- 15:00 – 16:30 **Masterclass Session 2**
- 16:30 – 17:00 **Coffee Break**
- 17:00 – 18:30 **Masterclass Session 3**

Thursday, 12 October 2023

CEE Conference

- 7:45 – 8:30 **Yoga Session With Johan**
- 8:00 – 9:00 **Registration**
(CLASSIC Programme)
- 9:00 – 10:00 **Plenary**
- 10:00 – 10:30 **Coffee Break**
- 10:30 – 12:00 **Session 1**
- 12:00 – 13:00 **Lunch**
- 13:00 – 14:30 **Session 2**
- 14:30 – 15:00 **Coffee Break**
- 15:00 – 16:30 **Session 3**
- 16:30 – 17:00 **Coffee Break**
- 17:00 – 18:00 **Session 4**
- 19:45 **Party With Live Music**
sponsored by Donio

Friday, 13 October 2023

- 7:45 – 8:30 **Yoga Session With Johan**
- 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 **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 advancing 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.

- **“Corporate Simulator”
Game In A Speed Dating Style**



Emily Bracken

Daryl Upsall & Associates (ES)

Emily is the CEO of the Consulting division at Daryl Upsall International, an international leader in supporting fundraising growth through the development of fundraising strategies, program assessments, and international expansion planning. For nearly 15 years, she has worked with non-profit organizations present in more than 60 countries across Asia, Europe, Africa and the Americas. In her consulting work, she has evaluated and supported teams at a range of organizations and situations: both struggling and growing, large and small, national and international. These years of comparative analysis have revealed clear trends in best practices.

Before transitioning to fundraising consultancy, Emily worked in investment and expansion strategy planning, both in the private sector with Deloitte and Accenture, as well as within non-profit organizations.

- **What's Working Around The World...
And How To Make It Work For Your
Organisation**





Colin Habberton

Relativ Group (ZA)

Dr. Colin Habberton is a Co-Founder of the Relativ Group, an impact solutions provider based in Cape Town, South Africa with subsidiaries in Canada and New Zealand serving investors, corporates, social enterprises, foundations, government agencies and non-profits in over 40 countries. His PhD research focused on the decision-making dynamics of institutional investors towards responsible investing. Through academic research and professional practice, Colin and his multi-disciplinary global team have focussed on building tools, processes and plans to serve organisations and their decision-makers to identify, manage and amplify their impact for more than 15 years.

Colin has contributed to a variety of industry and media reviews and presented at conferences across the world on impact management, finance, analytics, decision-making, fundraising, and strategic communications and the perspectives they bring to business and social systems.

He is a Fellow of the Royal Society of Arts and Commerce (UK), Fellow of the Institute of Directors South Africa, Member of the Institute of Directors (New Zealand), Member of the Advisory Committee of the ESG Exchange, Co-Chair of the South African Chapter of Catalyst 2030, a long-serving Endeavor mentor and serves on the boards of for-profit and non-profit purpose-driven organisations including The Resource Alliance, UK.

- **IMPACT BOOTCAMP:
A Three Part Series Of Sessions
To Equip You For Your
Impact Measurement Journey**
- **The Purpose Revolution –
How Purpose Drives Performance
In Your People**





Michael Johnston

hjc (CA)

Michael has been a fundraiser for over 30 years and has worked with hundreds of social impact and charitable organizations in Canada, the US, Europe, Latin America, and Asia Pacific. He's an expert in fundraising innovation and integrated fundraising – especially in the use of digital technologies and their effective integration with traditional and new fundraising methods. He had a hand in creating some of the first digital fundraising tools and campaigns in the late 1990s.

Michael is the author of *The Fund Raiser's Guide to the Internet* and *The Nonprofit Guide to the Internet* and the editor of *Internet Strategies: Best Practices for Marketing* and *Direct Response Fund Raising: Mastering New Trends for Results*.

He was a founding board member of the Washington-based e-Philanthropy Foundation, and the foundation chair for the first global charity online lottery, globelot.com. He has helped to found and chair the industry-leading Integrated Marketing Advisory Board, a collection of leading fundraising agencies and other related industry associations.

Michael is a current board member of the The Resource Alliance and was the first chair for the Resource Alliance's Fund Raising Online web conference.

- **MASTERCLASS: How To Journey Map Your Way To A Deeper Donor Relationship, Stronger Organization And A Supporter-Centric Organization**
- **Digital Fundraising For Everyone!**
- **Creating More Effective Donation Forms**
- **Fundraising – Speed Chess Style – With Mike**



Petra Joklová

CRM For Non-Profits (CZ)

Petra is an experienced consultant in the realm of CRM system implementation for non-profit organisations. With a focus on Salesforce, the world's most renowned and impactful relationship management tool for non-profits, Petra brings a wealth of expertise to the table. Her proficiency spans fundraising, project management, and financial oversight.

Drawing from her extensive background, Petra has been at the helm of CRM for NGOs since 2013. Under her leadership, this non-governmental organisation has been dedicated to assisting non-profits in the adoption of Salesforce, leveraging the power of volunteers to drive impactful change.

Petra's passion for engaging with people shines through in her work. She excels in active listening and possesses a unique ability to comprehend the needs and challenges faced by organisations and individuals. Petra firmly believes in the symbiotic relationship between technology and humanity. She maintains that technology serves as a powerful tool in enhancing the effectiveness of human endeavours.

Join Petra to benefit from her rich insights and experience as she leads us on a journey through the process of CRM system adoption and its transformative impact on non-profit entities.

- **CRM In Focus: A Comprehensive Examination Of Pros And Cons For NGOs**



Jan Kroupa

Czech Fundraising Center (CZ)

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."*

- **MASTERCLASS: Leading Change**
- **Five YES To Win
A Major Donor Campaign**



Eelco Keij

World Wildlife Fund (US)

Eelco Keij, who works with World Wildlife Fund (WWF) in Washington DC, has over 15 years of experience working in the international development sector, including roles as a consultant, fundraiser strategist, trainer, and advocacy specialist. He has worked for organizations such as UNDP and UN Women, and for the past 10 years, he has primarily worked as an independent fundraising consultant based in New York. In this capacity, he has provided training and support to numerous non-profit organizations worldwide in their strategic search for funding from US foundations and corporations.

In 2015, Eelco returned to his native Netherlands and took on the role of Director of the Fundraising and Development Office at Radboud University in Nijmegen. During his time there, he established the university's legacy giving program. However, he relocated back to New York in 2018 and joined the fundraising team of the international non-profit organization, the Rainforest Alliance.

Eelco holds a degree in Law from the University of Nijmegen in the Netherlands, as well as from the College of Europe in Poland and Columbia Law School in the United States. He is a dual citizen of both the Netherlands and the US.

- **Fundraising In Tough Times**
- **LinkedIn For Fundraising Strategy:
Overlooked And Underused**



Katalin Kovácsné Béres

SOS Children's Villages International (HU)

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 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 three previous CEE Fundraising Conferences. Her motto is "Whether you think you can or whether you think you can't, you're right." (Henry Ford).

- **"Corporate Simulator"
Game In A Speed Dating Style**



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: Leading Change**
- **Five YES To Win
A Major Donor Campaign**
- **How To Create Better Organizations
Through Strategic Planning**





Martina Neradová

Amnesty International Czech Republic (CZ)



Konstantina Papadimitriou

Inuksuk Consulting (GR)

Martina has been involved in individual fundraising since 2015 when she joined the fundraising team of Amnesty International ČR and participated in the development of internal telefundraising from its inception. She has been leading the “Donor care” team within the organization for 4 years, which comprises both internal callers and external cooperation with the call center. Martina collaborates with the organization Zachraň jídlo, where she leads individual fundraising. Additionally, she serves on the Executive Board of the Coalition for Easy Giving, where she contributes to the networking of fundraising expertise from leading non-profit organizations in the Czech Republic. Martina also provides consulting services to other non-profit organizations to support the advancement of their telefundraising activities.

- **How To Ignite Your Fundraising With Telemarketing – Even In Small And Mid-Sized Organisations**

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: Leading Change**
- **Fundraising In Tough Times**
- **How To Build A Solid Fundraising Plan In 10 Steps**





Ligia Peña

GlobetrottingFundraiser (CA)

Ligia Peña, CFRE, is an International Legacy Consultant and Strategist at GlobetrottingFundraiser, a firm dedicated to helping charities worldwide develop their legacy fundraising strategies. With extensive experience, Ligia has contributed to the development of legacy strategies in 15 different markets across the globe for various non-profit organizations and NGOs. A hardcore legacy nerd, Ligia is currently pursuing a Ph.D. at the University of Kent in the United Kingdom, where her research focuses on national legacy marketing campaigns as tools to change society's behaviour towards including gifts in wills.

Ligia is a highly sought-after and seasoned international presenter who has trained thousands of fundraisers in the science and art of legacy fundraising. Being a numbers geek, her approach is focused on helping nonprofits develop strategic, data-driven gifts in wills programs.

She is also the author of the 'Small Shop Fundraising' chapter in the second volume of *Excellence in Fundraising in Canada*, various articles in AFP's newsletter *Advancing Philanthropy*, as well as a guest on many industry podcasts.

Born in Buenos Aires, Argentina, Ligia calls Montréal, Canada her home, or any place with access to wifi. She is fluent in Spanish, French, and English (and manages in Portuguese and Italian). Having recently moved to the countryside, you can find her beautifying her new lakehouse or playing with her puppy Leo.

- **MASTERCLASS: Integrating A Robust Legacy Pipeline From Start To Finish**
- **10 Ways To Start A Legacy Program**
- **Ethics J-E-O-P-A-R-D-Y!**
- **PLENARY: Fundraiser's Burnout: Who's Serving Whom?**



Svitlana Pugach

Tabletochki Charity Foundation (UA)

Svitlana, a fundraising expert and advisor, currently holds the position of Director of Strategic Partnerships at Ukraine's Tabletochki Charity Foundation, the largest organization supporting children with cancer. During her tenure as CEO, she tripled the foundation's annual income. In 2020, she shifted her focus solely to fundraising, resulting in an additional \$10 million, including a nationwide campaign that engaged 5 million out of 40 million Ukrainians.

Amid the Russian-Ukrainian crisis, Svitlana and her team successfully navigated a 50% drop in domestic funding by globalizing Tabletochki's fundraising efforts, ensuring vital support for an expanded budget. Her expertise spans diverse donor segments, including individuals, corporations, major donors, and institutions. With 12 years of experience at Deloitte, a leading international financial consulting firm, she brings a wealth of knowledge in audit, corporate risk, and social responsibility.

Svitlana also provides consultancy services to Ukrainian charity foundations and lectures on fundraising at a prominent university. She has presented at IFC and St. Jude/ALSAC Global conferences and boasts a significant domestic speaking record in fundraising, cause-related marketing, and non-profit development. Furthermore, she serves as a jury member for the prestigious Effie Awards Ukraine, a global marketing communications award.

Svitlana is a passionate fundraiser who believes that excellence in the profession involves not just securing funding but also unlocking the potential in people, organizations, and the communities they serve.

- **Fundraising In Tough Times**



Kateřina Švidrnochová

(CZ)



Jolan van Herwaarden

College of Change (NL)

Kateřina is an experienced and passionate learning designer and digital literacy trainer specializing in the field of AI, cloud-based systems, applications, and online tools for creativity and team collaboration. She is a member of the Czech learning initiative AI dětem (AI for kids), the tech community GUG.cz, and the AI working group at Masaryk University in Brno, Czech Republic. She has gained valuable experience in non-profit, educational institutions, commercial, and university environments.

- **Fundraising In The AI Era: Strategies, Tools, And Case Studies**

Jolan joined the Aids Fonds in Amsterdam, the Netherlands, almost twenty years ago as an activist/volunteer in response to the HIV/AIDS epidemic and was soon organising large fundraising events such as Walk for Life and World Aids Day on a national level. After six years Jolan moved on to a women's rights organisation as their first professional fundraiser, became Head of Fundraising and Communication for an international development agency and set up the

Major Donor programme for a large cancer society. In 2002 she moved to the United Kingdom and increasingly became an international fundraiser, as evidenced by the fact that she has been involved with the session leaders at the International Fundraising Congress in Holland for the last sixteen years. She has acquired a large network of international contacts which has enabled her through those years to learn, share and appreciate the experiences of fundraisers from all over the world.

As a trainer she is particularly inspired by fundraisers from countries with an emerging philanthropic culture and has found their drive and enthusiasm infectious. Her studies in Marketing and Communication have allowed her to encapsulate this experience into a holistic and business-focused Resource Mobilisation. After many years in the field, Jolan has been able to apply her knowledge and accomplishments in Fundraising Training and Coaching for a new generation of fundraisers. She has been a popular journalist and speaker at conferences and gatherings for fundraisers and activists all over Europe. Academically, her love of study is reflected in a number of graduate and post graduate qualifications including, of course, from the great University of Life.

- **Golden Case For Support**
- **Yoga Session With Jolan**





Willeke van Rijn

The Resource Alliance (GB)

An experienced resource development manager in the nonprofit sector, with excellent strategic, international, financial, and people skills, Willeke previously led the Strategy and Analysis team at SOS Children's Villages, the world's largest charity focused on providing a loving home for children everywhere.

Willeke was formerly a consultant for FUNDES in Mexico, where she provided guidance on research as well as strategic recommendations on an innovative online capacity-building platform for micro and small enterprises in emerging markets. Prior to that, she spent 13 years at OXFAM as a global fundraising strategy advisor for affiliates around the world, including Mexico, India, South Africa, Brazil, Italy, Germany, and Belgium, where she provided strategic fundraising oversight; R&D of new fundraising markets and channels; and entry, set-up, and market development of new fundraising departments and personnel from idea to execution.

Following a term as a board member, Willeke joined the Resource Alliance as CEO in March 2022. The Resource Alliance brings together a global community of fundraisers, campaigners and activists and connects them with innovative thinking, best practices and collaborative networks. We exist to strengthen the social impact sector by ensuring it can access the resources necessary to enable just, equitable, inclusive and sustainable societies.

• PLENARY:

How WE Can Impact The Future



Astrid von Soosten

Brakeley Fundraising Consultants (DE)

Astrid has led major gift fundraising teams on both sides of the Atlantic and has specialized in major gift fundraising for the majority of her career. In addition to her professional accomplishments, she holds a 4th-degree black belt in Aikido and has developed a leadership program based on the principles of Aikido. Astrid has authored a book on this subject and is also trained as a somatic coach, providing coaching services to leaders in both the for-profit and nonprofit sectors.

• Leading For Solutions



Ivan Zaťko

Donio (SK)

With nearly a decade of experience in the fundraising world, Ivan embarked on his journey with a \$2 million Kickstarter campaign. Since then, he has successfully launched over 100 crowdfunding campaigns. Last year, Ivan assumed the position of Country Manager for Donio, Slovakia's foremost and rapidly expanding fundraising platform.

• From A \$2 Million Kickstarter Success To Launching A Fundraising Platform: Revealing The Secrets Of Product Crowdfunding For Fundraisers





CENTRAL & EASTERN
EUROPEAN LEADERSHIP
DEVELOPMENT

22 – 27 Oct 2023
Modra-Piesok | SK

LEADERS OF TOMORROW

**Grow The Leader
You Always Wanted To Be!**

A unique 12-month
program for NGO leaders
and fundraisers

#CEELeaders

#LeadersNGO

en.leaders.ngo



Leading and managing

IMPACT BOOTCAMP:

A Three Part Series Of Sessions To Equip You For Your Impact Measurement Journey



Colin Habberton

Relativ Group (ZA)

A BootCamp is an intensive and immersive training programme designed to provide practical skills and knowledge in a specific field within a relatively short period of time. It aims to equip participants with practical skills and real-world experience that can be quickly applied in practice or the workplace.

This BootCamp consists of 90+ minutes x 3 sessions, including theory, practice, tools, and application of the tool as an exercise in each session:

Learning outcomes:

- You will leave the session familiar with change models you can apply to your teams and organisations, as well as a better understanding of where you stand on the change spectrum and the specific steps you can take to address change in your workplace.
- You will have the tools to lead, manage, and communicate change effectively and have gained a better understanding of the role of change leaders.

Who should attend:

- Executive directors, board members, fundraising managers and directors, organisational leaders, aspiring leaders, team leaders,
- Anyone interested in leadership and leading change.

Suggested level of audience:

- Intermediate or advanced.

Rethinking strategy • Leading and managing

How To Journey Map Your Way To A Deeper Donor Relationship, Stronger Organization And A Supporter-Centric Organization



Michael Johnston

hjc (CA)

This hands-on session is a masterclass on how forward-thinking social impact organisations are using journey mapping to create a more seamless, cross-functional, technology-driven, omni-channel, and improved donor/advocate/supporter journey.

'Journey' has become the buzzword du jour, but what does it really mean? Haven't we always tried to put donors at the centre of our healthcare fundraising, engagements, and communications?

Here's a special session where we will work in teams, using post-it notes and walls, to learn how to help your social impact organisation master this key Customer Experience (CX) approach from the commercial world.

We will map donors (and family members) who are Gen Y, Gen X, Boomers, and Matures. Our work will be deeply informed by multi-country, multi-year fundraising case studies from Greenpeace, MSF, and many other organisations. Michael will show what has happened to organisations that have used this powerful technique. Greenpeace has been mapping for over six years, and it has had a profound effect on their organisation.

The concept of the Donor/Constituent Journey is to help your organisation communicate with a pool of supporters using as close to an individual approach as resources allow.

Journey Mapping doesn't just have a profound impact on your social impact fundraising efforts through structured empathy and improved engagement, but the process itself brings disparate teams closer together to build a cross-functional, donor-centric experience.

Learning outcomes:

You will be able to take back your very own Multi-Step CX Journey Mapping Kit and immediately apply it to your social impact organisation, improving your internal cooperation, communications, technology, engagement, and donor-centricity.

You will also be given six one-of-a-kind case study background documents for download.

Who should attend:

- Any volunteer, staff person or senior leader in a social impact organisation.
- Journey Mapping can be used for any situation e.g. internal staff experience, advocate experience, volunteer experience, donor experience, etc.

Suggested level of audience:

- The masterclass is for everyone – from beginner level to advanced.



Leading and managing

Leading Change

**Tony Myers**

Myers & Associates (CA)

**Konstantina
Papadimitriou**

Inuksuk Consulting (GR)

**Jan Kroupa**

Czech Fundraising Center (CZ)

What does it mean to lead change during times of unprecedented change?

Seldom has change in our sector been so profound and so pervasive. Numerous factors are forcing change in our organisations like never before: the post-covid impact, the war in Ukraine, the climate crisis, the great resignation, economic turbulence, and more. Changes in our world impact everything we do. If we don't move forward, we move backwards – even when we do nothing.

It is in this context that you are invited to this masterclass on how we can master change in our organisations while the world forever changes around us.

With a combined experience of 70 years in the social impact sector, much of which has involved engaging with organisations undergoing change, our speakers will bring you on an experiential learning journey that will heighten your awareness of organisational change models, help you identify and overcome barriers to change, and guide you through how to plan for and lead change. This masterclass will leave you with confidence in your ability to address change in your organisation during this time of profound global change.

Learning objectives:

- You will leave the session familiar with change models you can apply to your teams and organisations, as well as a better understanding of where you stand on the change spectrum and the specific steps you can take to address change in your workplace.
- You will have the tools to lead, manage, and communicate change effectively and have gained a better understanding of the role of change leaders.

Who should attend:

- Executive directors, board members, fundraising managers and directors, organisational leaders, aspiring leaders, team leaders,
- Anyone interested in leadership and leading change.

Suggested level of audience:

- Intermediate or advanced.

Fundraising from the few

Integrating A Robust Legacy Pipeline From Start To Finish

**Ligia Peña**

GlobetrottingFundraiser (CA)

Legacies (gifts in wills) represent a significant philanthropic opportunity for charities, but many are missing out on potential funds by failing to properly engage with donors. The key lies in knowing how to integrate the right messaging across all communication channels and creating engaging journeys at every stage of the legacy pipeline.

During this masterclass, we will delve into the mechanics of establishing a robust legacy pipeline in your fundraising program. Whether you are a small organization or a large charity, this interactive, research and data-driven masterclass will prepare you to start implementing or revitalizing your gifts in wills program immediately.

Learning outcomes:

- How to use data to identify prospects and develop solid strategies and tactics.
- How to engage and steward prospects at every stage of a legacy pipeline to secure a pledge.
- How to design inspiring marketing materials that leverage behavioural science principles.

Who should attend:

- Anyone seeking to secure their organisation's financial sustainability.
- Organisations keen to elevate their bequest game.
- Fundraising professionals eager to diversify their funding sources.

Suggested level of audience:

- Intermediate – the charity must have an individual giving programme with individual donors who give at different levels.



Slovak
Fundraising
Centre

Unlock the Power of Fundraising

Explore our professional
training and consulting services
to enhance
your fundraising efforts

- **Training**
- **Fundraising Strategies & Plans**
- **Consultations & Evaluation**
- **Tool Development
& Relationship Building**
- **Communication**

fundraising.sk



Rethinking strategy

How WE Can Impact The Future

**Willeke van Rijn**

The Resource Alliance (GB)

In the opening keynote, Willeke will reflect on the theme “Impact the Future”. We are witnessing disruption on a global scale: war still rages, our planet continues to warm, women still risk their lives in the fight for equality, democracies are in decline, and the few still have more than the many. At the same time, people are coming together, raising their voices, and offering their solutions. **We are not powerless.** We are surrounded by millions of people who share our frustrations and our instinct for justice and peace.

We are at a turning point in human history – how do we “Impact the Future” and steer it in the right direction?

Willeke will explore the global megatrends and raise questions such as:

- How can we genuinely make a meaningful impact?
- What is our distinct role as fundraisers in creating that impact?
- Staying the course as we have in the past is unlikely to yield the necessary impact; what new approaches are needed?
- Where do the opportunities and collaborations lie for shaping the future?
- What kind of leadership and qualities does this demand from us as leaders?

Incorporating best practices from around the world, this opening keynote will demonstrate the potential for accelerated impact and cast a fresh perspective on the exceptional and unique role we hold as fundraisers, campaigners, change-makers, and leaders within the social impact sector.

Leading and managing

Fundraiser's Burnout: Who's Serving Whom?

**Ligia Peña**

GlobetrottingFundraiser (CA)

Fundraisers are constantly under pressure to meet unreasonable income targets, work long hours with crazy deadlines, and tight budgets, face greater challenges to recruit and keep donors happy, deal with workplace toxicity, and even be subject to inappropriate behaviour from colleagues/donors. The pandemic brought a lot of attention to mental well-being, yet expectations of fundraisers have remained the same. Who is looking after whom? How can the sector effectively improve its culture to prevent burnout?

Learning outcomes:

- Recognise this major problem in the sector;
- Understand what burnout is and how it manifests itself;
- Be inspired by actions taken in organisations to prevent staff burnout and foster a healthier organisational culture.

Who should attend:

- All participants, especially not-for-profit leaders.

Suggested level of audience:

- Beginners.

Fundraising from the few • Getting your message across

“Corporate Simulator”

Game In A Speed Dating Style



**Katalin
Kovácsné Béres**

SOS Children’s Villages
International (HU)

Test your warm-up chat, short pitch, and top three questions targeting companies with at least 10 participants who volunteer as company representatives in a speed dating-style format! Receive a minimum of 10 feedbacks from peers and session leaders in just 50 minutes to further refine your communication skills for partner meetings.

Take advantage of the valuable expertise of fundraisers and session leaders to test your pitches, topics, and questions in a safe and supportive environment. This workshop offers a fantastic opportunity for growth and learning.

The workshop is designed to last for 1.5 hours and will involve small group discussions. The group size will depend on the number of participants, with groups typically consisting of 2-4 people. One group member will assume the role of a corporate representative (including session leaders), while the others will act as NGO representatives or observers.

During the session, NGO representatives will move from table to table, engaging in warm-up chats, delivering their pitches, asking three key questions, and listening to the replies and feedback from the “companies.” Each interaction will last approximately 5 minutes per table, with a total of 10 tables.

At the conclusion of the speed dating activity, volunteers will provide feedback to the team about their learnings and experiences.



**Katarína
Bartovičová**

Slovak Fundraising Centre (SK)/
EDRi (BE)

The workshop schedule is as follows:

- 10 minutes: Introduction and explanation of the task
- 10 minutes: Formation of small groups
- 50 minutes: Speed dating activity (5 minutes per table, 10 tables)
- 20 minutes: Feedback and closing discussion

Learning outcomes:

Practising 10 times and receiving feedback on the following areas:

- How to further refine your warm-up chat style for partner meetings.
- How to enhance your short pitch about your organisation/ cause.
- Identifying the three most important questions to ask a company when meeting them for the first time.

Through this process, you will have the opportunity to practice these elements multiple times and receive valuable feedback. The aim is to continuously improve your communication skills and effectively engage with potential partners.

Who should attend:

- Fundraisers who work with corporate donors.

Suggested level of audience:

- Beginners but also an intermediate level.

Fundraising from the many

Creating More Effective Donation Forms



Michael Johnston

hjc (CA)

A global story from the 1990s. How learnings from the Adult Entertainment Industry, *Meeting Consumer Expectations*, and *Next Gen Tech* can get us there.

NGOs around the world have been taking donations online since the 1990s. This hands-on workshop will give social impact fundraisers a chance to learn, and adopt, the proven, practical ways to improve their donation forms – and raise more money. You’ll walk through proven techniques from the NGO and commercial sector over the last 30 years that teach you to improve your online donation experience.

The workshop aims to equip you with a lens on what makes best-practice donation forms in a growingly competitive e-commerce market, and additional techniques to raise more money and convert more donors to different ways of giving – from a single gift, monthly giving, middle donor and even planned gifts and major gifts online.

The session would cover:

1. Reviews the beginning of online donation forms in the 1990s with WWF, Greenpeace, and Amnesty International and more.
2. Identifies the “secret sauce” of what made those forms successful and what was missing.
3. Includes break-out thinking opportunities to think through new consumer expectations on the consumer purchase side and how that influences best practice donation forms.
4. Participants will create their own TOP 10 things your improved donation form MUST include to meet philanthropic consumer expectations.

The future of fundraising MUST include best-of-breed donation forms and this session will cover what organizations need to know.

Teaching style

Predominantly interactive with real-world examples and a focus on participation.

Learning Outcomes:

1. How to evaluate your existing donation forms,
2. How to help find the EXACT improvements you need to improve your current forms,
3. How to choose the right online donation platform to take you into a successful future of online giving.

Who should attend:

- Fundraisers,
- IT staff,
- Managers, CEO's and senior managers.

Suggested level of audience:

- This session is for everyone – from beginner level to advanced.



Fundraising from the many

CRM In Focus: A Comprehensive Examination Of Pros And Cons For NGOs



Petra Joklová

CRM For Non-Profits (CZ)

CRM technology brings revolutionary changes to the world of non-profit organisations. It automates laborious processes and workflows, liberating your team from unnecessary routine work and enabling you to fully concentrate on what truly matters: your donor relationships, volunteers, and your core mission. It takes over mechanical routines, freeing you to invest your time and energy where it's genuinely needed.

For the modern non-profit organisation, CRM becomes an integral part of success. It's not merely an optional office add-on; it's an essential tool that empowers you to connect deeply with the purpose you initiated your mission in the first place. The capability to devote yourself to your donors, volunteers, and your team from anywhere is the strength that CRM brings to you.

Prepare for an in-depth exploration of CRM implementation through live examples and interactive discussions. You will have the chance to uncover real-life scenarios and stories that

will help you better understand the advantages and challenges of this process. You will receive practical guidance on how to prepare for the changes brought about by CRM and how to effectively lead a team towards new ways of operating.

Come and be inspired on how to bridge the divide between technology and human relations, and create a new chapter for your organisation. Alter the way you perceive organisation management through CRM technology and be prepared for new challenges with the confidence that the path to enhanced relationships is more straightforward than you might think!

Learning outcomes:

- Why implement a CRM system in a non-profit organisation and what its actual value is in fortifying relationships.
- Step by Step: The process of implementing a CRM system and the necessary measures for success.
- What's Changing: How the new system will impact the organisation and how to manage the changes with ease.
- Practical tips for surmounting obstacles and pitfalls during implementation.

Who should attend:

- All fundraisers.
- Organisational leaders who wish to harness their team's potential and enhance interactions with donors, clients, or volunteers.

Suggested level of audience:

- This session is for all, irrespective of their experience level.

Yoga Session With Jan

Come to the Pyjama yoga in the morning! Join us for some gentle stretching, a short meditation to centre our minds, and a bit of fun before the serious learning begins. There will be lovely music, and you don't need anything but yourself in loose-fitting clothes. And yes, your pyjamas are fine as long as they're decent.

Fundraising from the many

Digital Fundraising For Everyone!



Michael Johnston

hjc (CA)

A brief introduction to what digital fundraising means. The agenda of the session is divided into 4 areas:

1. Digital Fundraising from the beginning and a beginner's checklist
2. Generational Trends in Digital Fundraising
3. A brief overview of CRM and Data
4. Key to Digital Fundraising Success

I) Digital Fundraising from the beginning and a beginner's checklist

We look at what digital fundraising meant when it began, the rudimentary technology which was the internet and how it shaped the area of fundraising.

Digital fundraising has become increasingly important today – from providing increased accessibility and reach to real-time analytics and being efficient & cost-effective. We touch upon some of the important tools in digital fundraising like email, Facebook (other social media) and new tools such as mobile video and emerging tools like sophisticated usage of data and marketing automation which are defining the future of digital fundraising.

The Fundamental Digital Fundraising Checklist

- Do you leverage email for fundraising? a) have a way to collect and use them for fundraising and communication (EMS), b) do you know how to personalize emails from your system?
- Do you have a Facebook (or other social media) page for fundraising? a) do you know how to offer Facebook Fundraising to your supporters? b) do you know how to upload your email file to serve up fundraising ads? c) do you know how to create 'lookalike' audiences?

- Do you have a crowdfunding platform to give to those who want to raise money for you?
- Do you have a website destination that's easy to understand how to fundraise for you?
- Do you have a cost-affordable way to use SMS text for communicating and raising money?
- Do you have community members who could be digital influencers driving fundraising and awareness for you?

II) Generational Trends in Digital Fundraising

In this segment, we look at the trends & behaviours of the different generations with regard to digital fundraising.

Generations covered:

Generation	Age range	Birth year	Giving Mindset
Civics	77+	Before 1946	Easily annoyed by the ask
Baby boomers	59-77	1946-1964	Like to prioritize their giving
Generation X	43-58	1965-1980	Hard to get their attention
Millennials	28-42	1981-1995	Like to direct their donations
Gen Z	Less than 27	After 1996	Want to be cultivated

Influence of social media:

Impact Area	What research says
Communication	29 % of online donors say social media is the communication tool which inspires the most
Action-oriented	55 % of individuals who engage on social media take action; 59 % donate
Community	87 % of those who donate via social media referral source, make their 2nd donation via social media referral
New platforms	75,000 donations were made by tiktok users on the platform in 2021
Campaigns	34 % of nonprofits have done paid social media campaigns; 71 % agree that social media is an effective tool for online fundraising

III) Overview of CRM (database) and Data

The foundational metrics of digital data that you should track are:

- Retention
- Reactivation
- Acquisition
- Average gift
- % response
- Lifetime value

IV) Key to Digital Fundraising Success

We look at some case studies of how other nonprofits have been able to effectively leverage digital fundraising.

1. Lead generation
2. Facebook targeting
3. Increasing contacts in the database
4. Lead generation using holiday messaging
5. Leveraging Lightbox in the website to raise donation
6. Email acquisition campaign

Learning outcomes:

- Basics of digital fundraising
- Tools of digital fundraising
- Generational trends
- Digital fundraising tactics
- Case studies
- How to read data
- Fundamentals of digital data metrics

Suggested level of audience:

- This session is for intermediate fundraisers.

Leading and managing

Ethics J-E-O-P-A-R-D-Y!



Ligia Peña

GlobetrottingFundraiser (CA)

Ethics is **not** just a game, but we can certainly have fun while learning!

Fundraisers are generally good and honest individuals, but ethics does have a sneaky grey area that trips up the best and brightest professionals. In this turbo-charged, exciting power session, you will have the chance to brush up on the fundamentals of ethical best practices and professional standards while at the same time, having a ridiculously good time.

This session turns traditional ethics sessions on its head and adopts the format of a game show (like Jeopardy) to challenge participants to learn the fundamentals of our sector's code of ethics. So, come and join Ligia in this energized and fun game of **Ethics Jeopardy** and be ready to sound your buzzer!

Learning outcomes:

- Review and better understand internationally agreed upon Code of Ethical Standards;
- Discuss and exchange on how to handle ethical grey zones;
- Share solutions and approaches to addressing ethical grey zones.

Who should attend:

- Professionals looking to fine-tune their ethical radar;
- Board members and senior management concerned with maintaining a high level of ethical integrity.

Suggested level of audience:

- All levels.

Fundraising from the few

Five YES To Win A Major Donor Campaign



Tony Myers

Myers & Associates (CA)



Jan Kroupa

Czech Fundraising Center (CZ)

Asking and receiving a "YES" can be one of the most challenging tasks for any of us involved in major donor fundraising and capital campaigns. But what if we told you that while major donor campaigns require somewhere between 40 and 150 really important asks, there are just 5 key asks that will significantly increase your likelihood of success and improve the chances of achieving the results you and your organisation are seeking? That's it. Just 5.

And what if we told you that we have both been involved in making those asks, and that we are confident we can show you how.

Join Jan and Tony, who together have more than 35 years of experience in major donor fundraising and major campaigns. Representing two generations, with combined experience in working and training on 6 continents around the world, Tony and Jan will guide you through the steps you need to take to secure a "YES" for the 5 most important asks in a major donor campaign.

Learning outcomes:

- You will be able to list the 5 most important asks in a major donor campaign.
- You will comprehend the significance of these asks.
- You will acquire knowledge of the necessary steps for each ask.
- You will grasp the most effective arguments to secure a "YES."
- You will have the opportunity for a brief consultation with Tony and/or Jan following the session.

Who should attend:

- Board members,
- Executive Directors,
- Fundraising Directors,
- Major donor fundraisers,
- Those new to major donor fundraising and capital campaigns.

Suggested level of audience:

- All fundraisers and NGO leaders (CEOs and Board members) who are considering launching a major donor fundraising campaign and building a major donor fundraising program.



Fundraising from the many

From A \$2 Million Kickstarter Success To Launching A Fundraising Platform: Revealing The Secrets Of Product Crowdfunding For Fundraisers



Ivan Zaťko

Donio (SK)

At first glance, product crowdfunding and NGO fundraising may seem worlds apart. However, the reality is far more interconnected. Drawing from over 25 hands-on examples, Ivan will guide you through the intriguing possibilities of integrating product crowdfunding into your fundraising strategy.

Learning outcomes:

- In this session, we'll dive deep into the essentials of launching a successful product crowdfunding campaign.

Who should attend:

- Anyone remotely considering leveraging this knowledge to their advantage.

Suggested level of audience:

- Beginners.

Rethinking strategy

Fundraising – Speed Chess Style – With Mike



Michael Johnston

hjc (CA)

Live fundraising consultancy one-on-one.

Are you facing an (online) fundraising challenge? Do you have a question or problem you would like to discuss with Michael?

Come to this unique one-on-one session where you will have 15 minutes to discuss it live and in person – just you and Mike. You submit your problem and Mike will give you his perspective and feedback using his vast professional experience.

Just register for a selected time slot by going to the session in the online program.

Rethinking strategy

Fundraising In The AI Era: Strategies, Tools, And Case Studies



Kateřina Švidrnochová

(CZ)

Venture into the world of AI (artificial intelligence), reshaping the future of fundraising. Dive into real-world case studies and learn to utilise AI generative tools like ChatGPT to boost your fundraising success.

Learning outcomes:

- Understand the role of AI in modern fundraising strategies.
- Learn how to effectively utilise AI generative tools like ChatGPT.
- Explore case studies to gain a deeper understanding of AI's application in fundraising.
- Envision how AI can enhance the efficiency of your fundraising efforts.

Who should attend:

- Fundraising professionals,
- Charity organisation leaders,
- Nonprofit technologists,
- Anyone interested in harnessing the power of AI in the philanthropic sector

Suggested level of audience:

- Beginners.



Rethinking strategy

Fundraising In Tough Times**Svitlana Pugach**Tabletochki Charity
Foundation (UA)**Eelco Keij**

World Wildlife Fund (US)

**Konstantina Papadimitriou**

Inuksuk Consulting (GR)

Learn to recession-proof your fundraising

Signs point to the coming of an economic recession, which will pose new challenges and disruptions to fundraisers all over the world. In the past, in times of major disruption, we have learnt that “business as usual” doesn’t work and we need new approaches to sustain fundraising performance and relevance, keep our nonprofits going with the same or heightened impact, and fulfil our goals.

This session we will explore what other recessions have taught us as fundraisers and how we can apply these best practices in a 2023 environment and beyond. It will draw on fundraising experiences from the US, Greece, and Brazil during times of political and economic turbulence and share learnings that can be applied in any donor market.

The workshop will cover:

- How an economic recession impacts different kinds of donors.
- How can you sustain your resilience and raise new income even when times are tough.
- What you can do today to prepare your organisation for an economic decline.

You will be invited to think more deeply, take proactive action, and explore new fundraising approaches that will help you stand strong in the midst of major economic disruptions.

Learning outcomes:

- Learn how an economic recession can affect different aspects of your fundraising.
- Find out how you can adapt your fundraising approach & strategy during times of economic recession.
- Discover the steps you can take today to be ready to address the challenges of an economic recession tomorrow.

Who should attend:

- Fundraisers of all levels.
- Directors of development.
- Executive directors, organisational leaders, and changemakers.

Suggested level of audience:

- Intermediate fundraisers/leaders.

Getting your message across

Golden Case For Support**Jolan van Herwaarden**

College of Change (NL)

If you wish to supercharge your non-profit’s fundraising, you need a robust and clear Case for Support. Your case for support (occasionally referred to as your “case statement”) stands as one of the most crucial documents for your fundraising programme. It serves as an emotionally compelling document that envisions your organisation’s future and tells your donors why they should invest in your endeavours. In this workshop, we delve into the fundamental message of your NGO and how to articulate your organisation’s proposition.

A case for support lies at the core of all fundraising, and possessing an exceptional one empowers you to raise more funds, visibility, and awareness.

Learning outcomes:

Participants will achieve the following learning outcomes:

- Understand what a Case for Support truly entails and how it should look and feel,
- Understand donor motivations and craft your own Case for Support,
- Experiment with your Case for Support and receive candid feedback.

Who should attend:

- Middle managers, such as Fundraising Managers or Heads of Fundraising,
- CEOs or Directors of NGOs,
- Board members and other volunteers.

Suggested level of audience:

- Intermediate fundraisers and leaders.

Rethinking strategy

How To Build A Solid Fundraising Plan In 10 Steps



Konstantina Papadimitriou

Inuksuk Consulting (GR)

It all starts with a plan. Success in fundraising requires discipline and focus, and these attributes are best achieved through careful planning. A Fundraising Plan is an essential tool for any organisation aiming to secure long-term funding for its programmes and operations. It is equally valuable for fundraisers seeking to enhance their effectiveness and success while engaging the Board, the fundraising team, and colleagues in fundraising activities.



A well-crafted Fundraising Plan is vital for your organisation's growth, enabling you to improve your fundraising performance and align expectations within the organisation. In this session, you will learn how to create a Fundraising Plan step by step, supported by practical examples and a structured process that has been tested and proven effective. You will also gain insights into common pitfalls in fundraising planning and strategies to avoid them, along with practical tips drawn from real-world experience.

Most importantly, this session will empower you to take a proactive approach to fundraising and instil confidence in your fundraising programme.

Learning outcomes:

- How to set realistic and ambitious fundraising goals.
- How to build proposal submission tables & fundraising calendars.
- How to create credible income projections spanning a three-year period.
- How to define your fundraising strategies and tactics that will help you reach your goals.
- How to monitor and evaluate your plan.

Who should attend:

- Fundraisers,
- Development officers and managers,
- Directors and Deputy Directors,
- Anyone engaged in fundraising activities.

Suggested level of audience:

- This session is tailored to fundraisers at all levels of experience.

Leading and managing • Rethinking strategy

How To Create Better Organizations Through Strategic Planning



Tony Myers

Myers & Associates (CA)

This session is not for everyone! It is only for those who:

- believe that your organisation needs to be focused,
- think they need to know what they are raising money for and why,
- who want to know where their organisation is going and how to get there, and
- it is only for those who want to raise big money.

Big money comes from knowing who you are, where you're going and how you're going to get there. Big money comes from an alignment of direction and values. It comes from staff, board, volunteers and donors all agreeing on one direction. Direction comes from a solid, well-planned and well-built Organizational Strategic Plan. Does your NGO have one? Does your NGO need one?

Tony has been raising money with successful teams for over 25 years. He credits much of his success to strong strategic plans. Join him as he shares with you the incredibly simple process of building a solid, comprehensive and effective strategic plan for your NGO, which at the end of the day, will result in raising more money.

Learning outcomes:

- Create a strategic planning process for your organization,
- Learn about a four-step process that may work for you,
- Find out how to get the Board and staff moving in the same direction,
- Discover how to make the plan a living document, and
- Learn from your colleagues, how they have done it, and how you can too.

Who should attend:

This session is perfect for:

- Board members,
- Executive Directors & CEOs,
- Senior fundraisers,
- Fundraisers who want to work at a senior level,
- Those who want to raise more money and big money.

Fundraising from the many • Getting your message across

How To Ignite Your Fundraising With Telemarketing – Even In Small And Mid-Sized Organisations



Martina Neradová

Amnesty International Czech Republic (CZ)

Individual donation is an effective way to build a long-term sustainable organisation. Nothing new. But did you also know that one of the most powerful and effective ways to acquire individual donors is through telefundraising? In these times, non-profit organisations have to compete for donors in the on-line space as well. However, online fundraising only works partially if no phone calls are made. Can anyone start making calls? Is telefundraising suitable for small organisations too? Are you apprehensive about a significant initial investment? And how can you effectively manage all these aspects to make it work?

Learning outcomes:

- Why should you call individual supporters and donors in the first place?
- How can you establish the ideal conditions for telefundraising in your organisation?
- How do you initiate the entire telefundraising process, whether by managing it internally or training new callers?
- How can you effectively maintain relationships with donors and your team, even when working remotely?
- Understanding donor care from various perspectives.
- Essential equipment for launching telefundraising and providing donor care.

Who should attend:

- Fundraisers,
- CEOs.

Suggested level of audience:

- Beginners.

Fundraising from the few • Leading and managing

Leading For Solutions



Astrid von Soosten

Brakeley Fundraising Consultants (DE)

This session will explore how your attitude shapes the results of your leadership, how your physical presence affects outcomes, and how solution-based action grounded in the philosophy of Aikido can prevent impulsive action and foster thoughtful reflection. Through cognitive and physical exercises, we will learn the transformative power of working with solutions in mind.

Learning outcomes:

Participants will have the opportunity to experience how their attitude is reflected in their actions and how a shift in attitude can positively impact the outcomes. They will learn strategies to maintain their cool under pressure and effectively engage their teams or donors during challenging situations.

Who should attend:

- Experienced leaders and major gift officers.

Suggested level of audience:

- Very experienced fundraisers/leaders.

Getting your message across

LinkedIn For Fundraising Strategy: Overlooked And Underused



Eelco Keij

World Wildlife Fund (US)

With over half a billion users worldwide, LinkedIn has become of vital importance in the fundraising strategy market, yet it remains underutilized and not well understood. How can you optimize its use for your charity or nonprofit organization? What options are available, and what are the dos and don'ts that have emerged over the years? Even the free version of LinkedIn holds tremendous strategic potential, especially in the fundraising sector.

Not being on LinkedIn is being Linked Out!

Learning outcomes:

- Trends, numbers, and dynamics of worldwide LinkedIn usage.
- Utilizing the Fundraising Cycle: Zooming in on the best use of LinkedIn for effective informal introductions.
- Strategic and practical approaches to leveraging personal and company profiles on LinkedIn, involving your peers.

Who should attend:

- Fundraisers of all levels.
- Directors of Development.
- Executive Directors, organizational leaders and changemakers.

Suggested level of audience:

- Intermediate fundraisers/leaders.

Leading and managing • Rethinking strategy

The Purpose Revolution – How Purpose Drives Performance In Your People



Colin Habberton

Relativ Group (ZA)

- Key concepts associated with the purpose revolution and why they are important paradigm shifts in fundraising practice in our current global context.
- How Purpose is defined and why the purpose-focused strategy is likely to succeed for an organisation and its stakeholders.
- How current economic models are not addressing current socio-economic challenges and new approaches, tools and methods are needed to inspire ideas and guide decisions for fundraising strategy and execution

Learning outcomes:

- Familiarity with the key concepts and context of the purpose economy.
- Applying and integrating new concepts related to the purpose economy to revise approaches and practices in organisational management and team development.
- Critically evaluating strategic planning and programme design within the context of the purpose revolution, utilizing key concepts as a communication tool to inspire leaders and teams.
- Selecting key concepts to determine appropriate tools and methods, such as developing an impact measurement framework, to assess performance against objectives and facilitate continuous improvement.

Who should attend:

- Leaders of teams, whether they are in strategic, operational, or tactical roles.

Suggested level of audience:

The session will be suitable for intermediate to advanced attendees, with the most relevance for those who hold leadership positions within teams.



Rethinking strategy

What's Working Around The World... And How To Make It Work For Your Organisation

**Emily Bracken**

Daryl Upsall & Associates (ES)

Many organisations are struggling to find ways to grow, but examples of high growth and strong returns exist across markets. Fortunately, the keys to success are similar across organisations and regions and therefore can – and should – be applied at your organisation!

In this session, we will look at key growth opportunities and best practices from fundraising programmes around the world and then analyse if and how they could be implemented for your organisation. We will review opportunities across both leadership and individual giving income channels to understand where there is growth, effective approaches used and what results can look like. We will then explore how to know if your organisation is ready to implement each area and the key elements necessary to support success. We will wrap up with a summary of these essential elements of successful fundraising programmes in 2023.

Learning outcomes:

You will leave this session with not only this channel-by-channel analysis of success factors but the key overall elements of successful fundraising programmes in today's challenging context.

Who should attend:

The main audience for this session will be fundraising leaders who decide investment strategy within their organisations, but any fundraising manager that is looking to optimize their own channel(s) and/or looking to understand best practice will benefit from attending!

Suggested level of audience:

- Intermediate fundraisers/leaders.

Fundraising from the few

10 Ways To Start A Legacy Program

**Ligia Peña**

GlobetrottingFundraiser (CA)

Cash-strapped, acquisition costs keep increasing, and struggling to find a solution to engage supporters at a higher level. What is a fundraiser to do? You may have heard of legacies (gifts in wills) and ever wondered how you can quickly and simply start a programme. This fast-paced session will share ten quick and easy tactics to help you launch a legacy programme, no matter what size organization you serve.

Learning outcomes:

- How to identify prospective legacy donors;
- Learn about low to no-cost ways to get a legacy programme off the ground;
- Ways to inspire and engage with donors through legacy messaging.

Who should attend:

- Professionals looking to further engage with their older donors;
- Board members and senior management concerned with diversifying their fundraising portfolio.

Suggested level of audience:

- Beginner – regardless of the size of the organisation.



Please take a moment to
evaluate each CEEFC workshop at
bit.ly/ceefc2023

Your feedback is valuable
and will assist us and
our speakers in making
improvements.

Thank you.



CEE FUNDRAISING
CONFERENCE

IMPACT THE FUTURE

11 – 13 Oct 2023

Bratislava | SK

ORGANIZER



Slovak
Fundraising
Centre

IN COOPERATION



European Fundraising Association

PARTNERS



SUPPORTED BY



MEDIA PARTNERS



ceefundraising.org



Printed on recycled paper.

#CEEFC