



Svitlana Pugach

Tabletochki Charity Foundation (UA)

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CEE FUNDRAISING
CONFERENCE

RELATIONSHIPS IN ACTION: HOW TO USE STRATEGIC NETWORKING FOR SUCCESSFUL FUNDRAISING

Masterclass

Speaker: **Konstantina Papadimitriou** Inuksuk Consulting (GR)

Svitlana Pugach Tabletochki Charity Foundation (UA)

Date: **Wednesday, 16 October 2024** – 13:00-18:30

Venue: AC Hotel by Marriott, Vysoká 2A, Bratislava, Slovakia

12:00-13:00 >> Delegate Registration for the Masterclass Program

13:00-14:30 >> Part 1

14:30-15:00 >> Coffee Break

15:00-16:30 >> Part 2

16:30-17:00 >> Coffee Break

17:00-18:30 >> Part 3

In a world that is increasingly complex and polarised, bringing people together is both a superpower and a significant challenge. As fundraisers, we are more than just revenue generators; we are ambassadors, passionate advocates, and networkers. Our mission extends beyond securing funds; it's about unlocking the potential within our communities. At the core of fundraising lies the essence of relationship-building.

The network we engage with is extensive, encompassing donors, board members, advisors, experts, people of influence, and more. Are we, as fundraisers, networking strategically? How can we build an effective network that advances our professional



goals? What strategies can be employed for efficient networking, especially for those who find it challenging?

In this masterclass, we will explore key areas:

- The importance of strategic networking in fundraising and harnessing social capital.
- Developing a strategic networking mindset, focusing on authenticity and empathy to influence others.
- Techniques for connecting and nurturing purposeful relationships with a plan.
- Navigating the challenges of networking, particularly with affluent and influential individuals.

This class will draw upon successful approaches and offer a comprehensive perspective on the transformative power of strategic networking and relationship-building in fundraising.

Learning objectives:

- Understand the strategic role of networking in fundraising, with a focus on social intelligence and donor motivation.
- Adopt a strategic networking mindset to influence stakeholders with empathy and understanding.
- Learn to create a personalised relationship development plan to grow a supportive fundraising network.

Who should attend:

- Fundraising practitioners.
- Leaders in non-profit organisations.

Suggested level of audience:

- This masterclass is suitable for all levels of fundraisers and/or leaders.



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Tabletochki Charity Foundation (UA)

**Konstantina
Papadimitriou**

Inuksuk Consulting (GR)

Konstantina is a passionate strategist, fundraising consultant, international speaker and mentor working with organisations who seek to achieve impact. She has 20 years of experience in the non-profit sector, helping teams to establish effective fundraising operations, build meaningful donor relations and grow their income.

She has been leading fundraising programmes in international non-profit organisations, such as Greenpeace and ActionAid, and she currently supports numerous organisations globally to develop their fundraising capacity and donor network, to fulfil their mission.

Konstantina works with non-profit professionals who want to excel and thrive in a constantly changing environment, helping them gain a new perspective and develop skills, attitudes and behaviours that will help them achieve their goals.

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.



**Please evaluate
this masterclass at**

bit.ly/2024konstantina

Thank you!



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