



THE GREAT FUNDRAISING MASTERCLASS

NOV 30TH - DEC 3RD 2020

To book your place email malene.fregil@pfint.scot
Or call us with your questions on **+44 (0)7881 285 514**

£995 (+VAT) For non-profit
£1,599 (+VAT) For for-profit

NOW DELIVERED ONLINE!

THE GREAT FUNDRAISING MASTERCLASS

How do you grow your organization's income... ..dramatically AND sustainably?

This masterclass is an outstanding opportunity to learn the culture, behaviors and leadership required for your organization to achieve Great Fundraising and grow your organization and income significantly.

Former delegates have applied their learning and increased the income of their organizations dramatically, some by several hundred per cent. The Great Fundraising Masterclass is based on academic research and tested in the real world. The approach has been proven to work for organizations around the world supporting a great variety of causes.

At the end of this exclusive web-based Masterclass, you will be able to answer the following questions:

1. How have others managed to achieve Great Fundraising?
2. How big should my ambition be?
3. How can I make my organization unite behind and become proud of our fundraising?
4. What do I need to have in place to release substantial investment in fundraising, and what can this investment achieve?
5. How can my leadership and inspiration drive fundraising performance?
6. How do I support a continuous learning culture as the secret to innovation and growth?
7. How do I find the single proposition that unites and drives my organization?

And – once you know that, you will be able to:

8. Harness the learnings of other organizations and apply them to your own context.
9. Decide the right level of ambition for your organization.
10. Deal with the conflicts that hold back your fundraising by using our framework of analysis and apply you newly learned strategies.
11. Create your own strategy for increased investment in fundraising.
12. Focus your leadership on the things that really matter in driving performance.
13. Improve your organization's ability to learn and apply its learnings to create growth.
14. Evaluate your organization's proposition based on your expanded knowledge of Great Fundraising.

"It was crammed full of information, tools, evidence and confidence building. It was a really immersive experience that enabled me to consider my organisation – and its challenges and opportunities – in a new light. I had several lightbulb moments during the course. And not the least of them is, I think I've been fighting the wrong battles! I leave the course with a renewed passion for my cause and our power to make the difference."

Helen Saelensminde, The Edward James Foundation, UK.

LEARNING STYLE

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and real-life case studies, with particular reference to the Great Fundraising Research, which is available through www.philanthropyfundraising.com. It's delivered as an intensive online training session over four days.

WHO SHOULD ATTEND?

Fundraising leaders and leaders of organizations who fundraise. This seminar is for chief executives, leadership team members, trustees, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.

WHEN?

The Masterclass will begin on **Nov 30th**, finish on **Dec 3rd 2020**

WHERE?

Your office, living room or kitchen – wherever you may be working from just now.

HOW TO BOOK?

Places are £995+VAT for non-profits, £1,599+VAT for for-profits, and are strictly limited. To book, and for any questions and queries, please contact Seminar Manager Malene Fregil on malene.fregil@pfint.scot or call **+44 (0) 7881 285 514**

PROGRAMME

Monday 30th November

09.00-13.15 UK time.

10.00-14.15 Central European time.

Online Sessions: The Great Fundraising research. The Building Blocks of Great Fundraising. Stories and Emotions: The DNA of a Great Fundraising Organization **Rest of day:** Group work.

Tuesday 1st December

09.00-15.30 UK time.

10.00-16.30 Central European time.

Online Sessions: Leading a Great Fundraising Organization. Dealing with The Conflicts. Finance and Great Fundraising. Building a Fundraising Culture.

Wednesday 2nd December

09.00-13.30 UK time.

10.00-14.30 Central European time.

Online Sessions: Branding, Communications and Great Fundraising. A New Ambition. Creating Great Fundraising Communications.

Rest of day: Group work.

Thursday 3rd December

09.00-13.00 UK time.

10.00-14.00 Central European time.

Online Sessions: What Being Donor-Centred Means for A Great Fundraising Organization. Creating Focus, Energy and Action.

**"I recommend this event to all people working in an NGO.
All disciplines should be aware of this research-based insights!"**

Marc van Hal, Oranjenfonds, NL.

SPEAKERS AND TRAINERS

ALAN CLAYTON

Alan has 25 years of experience as a speaker and seminar leader, creative director and consultant in fundraising. After a career working in-house at national charities and ten years running his London based agency, Alan has spent the last decade developing our global programme in 'Great Fundraising Organizations.' He has worked with over 350 clients in more than 30 countries.

Much of Alan's work is based on the proven method of co-creation - providing you developmental and creative seminars to help you build your fundraising capacity. His specialties are organizational alignment, creativity, board and executive team development, strategy, donor insight and inspiration.

Simply put, Alan delivers you the organizational focus and energy needed to initiate transformational fundraising growth.

Alan also supports and invests in businesses that supply the fundraising sector and grow giving around the world. Alan is a director of Philanthropy & Fundraising in North America, Europe and Australia & New Zealand. He also chairs the Philanthropy and Fundraising seminar venue, the Inch at Loch Ness, as well as Australian fundraising agency, Robejohn.

PROFESSOR ADRIAN SARGEANT

Adrian Sargeant is research Director at Philanthropy and Fundraising International, and Co-Director of the Institute for Sustainable Philanthropy. He was formerly the first Hartsook Chair in Fundraising at the Lilly Family School of Philanthropy at Indiana University. Adrian is a Visiting Professor of Fundraising at Avila University and the Australian Centre for Philanthropy and Nonprofit Studies at Queensland University of Technology, Brisbane, Australia. In 2010 in the United States he was named to the prestigious Nonprofit Times, Power and Influence list and in the same year received a Civil Society award in the UK for his services to the profession of fundraising. In 2016 he received a lifetime achievement award from the Institute of Fundraising. Adrian designed the UK's system of professional education for fundraisers and is currently working on the European qualification framework for the European Fundraising Association.

A prolific author, speaker and educator, Adrian is also the man behind the Great Fundraising academic research.

SYLVIA COSTANTINI

Sylvia 15-years of experience ranges from United Nations organisations to small start-up charities in Europe, the US, Africa and the Middle East. Fluent in French, Italian and English, Sylvia understands the cultural, fiscal and regulatory contexts of different markets. Her experience of fundraising techniques runs from good old direct mail to digital and social media to large scale, high-profile partnerships. Sylvia is an expert in cutting through misunderstandings and preconceived ideas and using facts, case studies and her own extended experience to demonstrate that any organisation, no matter its size, reputation or cause, has the potential to transform their fundraising. Before her tenure as CEO of Bread and Water for Africa UK, Sylvia was European Director of Development for BWA, where she set up the branches of the charity in France and Germany, building their individual giving programmes from scratch. Sylvia holds a Certificate in Fundraising from the Association Française des Fundraisers and the ESSEC Business School in Paris.

RICHARD TURNER

Richard (fondly named "Haggis" by some) has been a fundraiser for 30 years and has worked for several large charities such as Oxfam, as Director of Fundraising for FARM-Africa, Director of Fundraising for ActionAid UK, and most recently as Chief Fundraiser at SolarAid. Richard was awarded the Institute of Fundraising's Fundraiser of the Year Award in 2000 and is also a trustee of SOFII.

Richard describes himself as a 'fundraising catalyst'. His strengths lie in being able to help charities apply thinking and reach outcomes. So, it is only natural that Richard would have joined PF International to help deliver the New Ambition seminars and Great Fundraising Masterclasses.

Richard understands the importance of helping clients to build the right culture to allow their ambition and their fundraising income to flourish.