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FUNDRAISING

# **THE GREAT FUNDRAISING MASTERCLASS**

30th JANUARY to 1st FEBRUARY 2023

**2,295 € (+VAT)**

**REVOLUTIONISE**  
ACCELERATING PEOPLE WITH PURPOSE

# THE GREAT FUNDRAISING MASTERCLASS FOR THE FIRST TIME IN HOLLAND

The building blocks to achieve long-term sustainable growth.

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

Attending this Masterclass will give you the tools and confidence to radically change your internal culture and create a whole organisation focused and energised behind fundraising growth.

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

- **How have others managed to achieve Great Fundraising?**
- **How can I make my organisation unite behind and become proud of our fundraising?**
- **What do I need in place to release substantial investment in fundraising?**
- **How can my leadership and inspiration drive fundraising performance?**
- **How do I support a continuous learning culture as the secret to innovation and growth?**
- **How do I find the single proposition that unites and drives my organisation?**

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

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

Ultimately you will be given the means to align your organisation, donors and service users behind your fundraising to achieve transformational growth in your income that can be used to change the world.



**If you're sincere about achieving your goals there is only one place to start: the Great Fundraising Masterclass. It is not easy no, but it is simple. Great fundraising is for the brave & the crazy ones, the ones that actually believe they can accomplish what they set out to do. Keep it unreal and make it happen.**

- Marlies van Eunen – de Boer, Mensen met een Missie

## LEARNING STYLE

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies from around the world, including a number of Dutch case studies. It is based on the findings of the Great Fundraising Report – by the leading fundraising Professors, Adrian Sargeant and Jen Shang – and tested in the real world.

You can download the research at  
[www.revolutionise.com/research](http://www.revolutionise.com/research)

## WHO SHOULD ATTEND?

Anyone who wants to overhaul their fundraising and how it is viewed within your organisation. This seminar is for fundraising leaders and leaders of organisations who fundraise – CEOs, leadership, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.

## WHEN?

Two and a half days of intensive learning. The Masterclass begins at 09:00 prompt on Monday 30th January and will finish at 13:00 on Wednesday 1st February 2023.

## WHERE?

The Hotel Zonne is situated in the beautiful dunes of Noordwijk aan Zee, in the Netherlands. At 100 meters from the sandy beach and sea, it is the perfect retreat away from the hustle and bustle of daily life to enable you to focus on growing your organisation.



## PRICE

The cost of the three-day seminar is € 2,295 + VAT.

A 2-night stay in Hotel Zonne and all meals are included in this price. We will also provide all group activities as well as your learning materials and tuition.

You will need to cover the cost of travel to Noordwijk aan Zee and any bar bills.

Delegates can book an extra night at Hotel Zonne for € 125 + VAT per night per person. This option can be booked up to 30 days in advance and is based on available rooms at the time of booking.

## HOW TO BOOK?

Places are € 2,295 + VAT and are strictly limited.

To book your place or for any questions and queries, please contact Berty Bannor at:

**[berty@nassau.nu](mailto:berty@nassau.nu)**

or call +31 (0)20 520 65 55



**The master class has certainly met my expectations! More than 30 years of experience, (research-based) knowledge and insights, brought to you in 2.5 days by the very best people in the fundraising business. What more could you possibly wish for?**

- Jos de Wit, Stichting het Gehandicapte Kind (NSGK)

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## PROGRAMME

### Monday 30th January

**ALL DAY 09:00 start**

The Great Fundraising research.  
A New Ambition.  
Stories and emotions.  
Creating Great Fundraising communications.  
The building blocks of Great Fundraising.

### Tuesday 31st January

**ALL DAY**

Donor identity and needs.  
Leading a Great Fundraising organisation.  
Building a fundraising culture.  
Finance and Great Fundraising.  
Branding, communications and Great Fundraising.

### Wednesday 1st February

**ends at 13:00**

Creating focus, energy and action.  
No compromise.

**If you want to improve your fundraising skills, this is the place to start. The combination of academic research and case studies from years of practical fundraising, were excellent. The participants were challenged throughout the course with exercises where we had to apply what we learnt. This I found particularly useful. I can highly recommend the course to anyone who wants to improve their fundraising skills, whether you are a fundraiser, director or CEO.**

WWF Verdens Naturfond, Norway



## PAST DELEGATES OF THE GREAT FUNDRAISING MASTERCLASS INCLUDE:

- Børns Vilkår, Denmark
- Cliniclowns, the Netherlands
- Great Western Air Ambulance Charity, UK
- Hope House Children's Hospice, UK
- Icelandic Cancer Society, Iceland
- Irish Heart Foundation, Ireland
- Make a Wish NL, the Netherlands
- Mental Helse, Norway
- St John Ambulance, UK
- Trócaire, Ireland
- UNICEF Norge, Norway
- WWF Finland, Finland.
- Lilianefonds, the Netherlands
- etc.

# REVOLUTIONISE

## SPEAKERS AND TRAINERS



### Kerry Vandersypen

**Clients Services Director, Revolutionise**

Kerry was the very first person to implement 'Great Fundraising' while she was at WSPA (The World Society for the Protection of Animals – since renamed as World Animal Protection.) She achieved income increases of hundreds of percent.

Complementing strategic and insight with a very hands on role in framing and creating communications, Kerry is expert at turning ambition into action.

Kerry's clients always comment on the focus, energy and determination she brings to their teams, with an uncompromising 'JDI' approach.

### Howard Lake

**Consultant, Revolutionise**

Howard Lake is a digital fundraising entrepreneur, and has been since the mid-90s when he was pretty much the first of the breed.

He publishes UK Fundraising ([fundraising.co.uk](http://fundraising.co.uk)), the news and community site for fundraisers, having worked as a fundraiser at Oxfam, Afghanaid and Amnesty International UK.

He wrote the world's first book on digital fundraising, co-founded learning and recruitment service Utopy, created the Fundraising Camp event series and chairs the CIOF Fundraising Awards judging panel.

Howard provides inspiration, education and design services across the whole portfolio and of course has a particular role in advising on the role of digital in driving growth.

