

GREAT FUNDRAISING MASTERCLASS

Your opportunity to learn the culture, behaviours and leadership required for your organisation to grow your fundraising income significantly.

NETHERLANDS
26 - 28 JANUARY 2026

*"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."*

Mensen met een Missie

WWW.NASSAU.NU

ABOUT

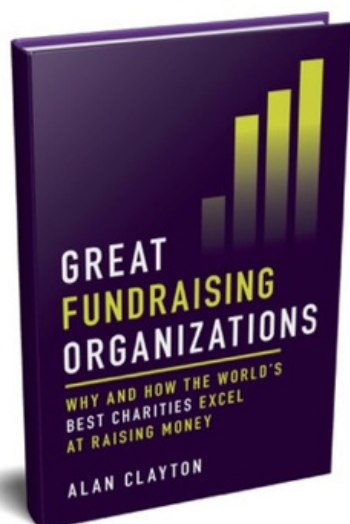
The Great Fundraising Masterclass is an intensive, in-depth seminar that offers action-orientated training that will create ideas, unite teams and unlock solutions to the challenges that stop you achieving mission-driven income growth.

Based on academic research and taking inspiration from global case studies the Revolutionise team will help you design your unique roadmap to Great Fundraising success.

In just three days, you will gain:

- Clarity and the belief needed to apply the principles of Great Fundraising to your own organisation - with a focus on non-profits in the Netherlands.
- Focus and energy from viewing your organisation from a fresh perspective.
- The tools and confidence to radically change the internal culture of your whole organisation behind fundraising growth.
- Strategies for increased fundraising investment.
- Insight to create communications that emotionally unite your organisation, donors and service users behind your mission.
- A broad understanding of the leadership style required to create and sustain momentum needed to accelerate your fundraising.

THE BACKGROUND



The Revolutionise team have recently completed a ten-year programme to identify the leadership differences and behaviours that drive transformational fundraising growth.

This programme has generated billions of dollars in increased revenues for non-profits and has resulted in the publication in January 2025 of 'Great Fundraising Organizations' – the book that summarises the research, case studies and gives a clear leadership pathway to increased revenues.



STRUCTURE & APPROACH

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies from around the world.

Based on the findings of the Great Fundraising Report – by the leading fundraising Professors, Adrian Sargeant and Jen Shang – we will show you how the learnings can be used regardless of your size, structure or mission. Great Fundraising can work for any non-profit.

Our focus is for you to gain clarity and belief that you can achieve significant income growth. During our time together you will take inspiration from some of the 400 organisations that have been trained in Great Fundraising and you will benefit from our action learning into the behaviours that drive growth.

You can download the research at www.revolutionise.com/research

Who is the Great Fundraising Masterclass for?

The programme has been designed for fundraising leaders and executives who would like to strategically grow their fundraising income for the long-term. It is particularly beneficial for non-profits who would like to overhaul how fundraising is viewed in their organisation in terms of culture and investment.

PROGRAMME SUMMARY

Start: Monday 26th Jan at 09:00

Finish: Wednesday 28th Jan at 13:00

Sunday

- Check in possible from 15:00. Most delegates will arrive Monday but let us know if you need to arrive Sunday.

Monday

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

Tuesday

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

Wednesday

- Emotional storytelling.
- Creating focus, energy and action.
- No compromise.

To get the maximum benefit we recommend that several members of your team attend the Great Fundraising Masterclass to apply the learnings to your organisation.

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ACCELERATING PEOPLE WITH PURPOSE

VENUE

The Hotel Zonne is situated in the beautiful dunes of Noordwijk aan Zee, in the Netherlands. At 100 metres 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 this three-day seminar is
€2,695 +VAT**

- All accommodation and meals are included in this price.
- You will need to cover the cost of travel to Noordwijk and any bar bills.

BOOK

Online: www.nassau.nu

For questions and queries,

please contact:

Maartje Veen

maartje@nassau.nu

or call: +31 (0)20 520 65 55

TESTIMONIALS

"The masterclass was both well-supported theoretically and nicely practical. Through the exercises and assessments we did together over the days, I left with a clear roadmap and action list to move forward with Great Fundraising in my organisation. Highly recommended!"

Carrie van der Kroon, Defence for Children

"Our Great Fundraising journey with Revolutionise and Nassau Fundraising united the team behind an ambitious mission and has given us wonderful growth in donors and fundraising income to make a major impact for children with disabilities in the Netherlands."

Henk-Willem Laan, Stichting het Gehandicapte Kind

Past attendees include:

- ALS Nederland
- Amnesty International Nederland
- Cliniclowns
- Defence for Children Nederland
- Greenpeace Nederland
- Hartstichting
- Jantje Beton
- Kansfonds
- Nationaal Fonds Kinderhulp
- SOS Kinderdorpen
- Stichting het Drentse Landschap
- Stichting het Gehandicapte Kind
- Stichting Vrienden van het Sophia
- Vogelbescherming
- Wakker Dier

SPEAKERS AND TRAINERS



Hans Broodman

Partner - Senior Consultant, Nassau Fundraising

Hans Broodman is a partner and senior consultant at Nassau Fundraising: the sparring partner for charities that want to get more results from their fundraising. Before becoming a partner at Nassau Fundraising, Hans worked in Head of Fundraising roles at Natuurmonumenten, War Child, Greenpeace International, ReumaNL and KWF Kankerbestrijding. Together with Revolutionise and the rest of the Nassau Fundraising team, Hans has supported various Dutch organisations to become a Great Fundraising organisation.



Howard Lake

Consultant - Revolutionise International

Howard Lake is a digital fundraising entrepreneur and founder, and has been since the mid-90s when he was pretty much the first of the breed. He edits Fundraising.co.uk and FundraisingWorld.com, 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 GoodJobs, created the Fundraising Camp event series and chaired the CIOF Fundraising Awards judging panel. He provides inspiration, education and content services across the whole portfolio.

ABOUT REVOLUTIONISE

Revolutionise combines the skills, knowledge and attitude of a purpose consultancy, management consultancy, behavioural design agency, creative agency, personal development consultancy and leadership coach. This makes us an **accelerator for people with purpose.**

Our UK headquarters is located at our residential retreat, the [Loch Ness Centre](#). We also have team members located in New Zealand, Australia and the USA and partners like Nassau Fundraising.

Our team works with clients all over the world and will travel to venues that work for you. We all work virtually too.

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