



CEE FUNDRAISING  
CONFERENCE

# The Power of an Individual Donor in a Social, Mobile and Online World

BRATISLAVA, SLOVAKIA  
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## Môže byť banka sociálna?

RASTISLAV BLAŽEJ

SLOVENSKÁ SPORITELŇA (SK)



Slovenská sporiteľňa dlhodobo patrí k najväčším podporovateľom neziskového sektora na Slovensku. V súčasnej dobe začína významný projekt, ktorého cieľom je sprístupnenie finančných služieb občanom a rodinám s nízkym príjmom, mikro podnikateľom a sociálnemu sektoru.

## Kto rozhoduje o darcovskej podpore vo firmách a ako sa k nim dostať

PAVEL HRICA – NADÁCIA PONTIS (SK)



Firemný fundraising je v mnohom podobný tomu individuálnemu, ale má svoje špecifiká. Ak chceme získavať podporu na naše projekty medzi firmami, musíme poznať ľudí, ktorí o nej vo finále budú rozhodovať. Kto to je? Ako rozmýšľajú? Čo by sme mali spraviť, aby sme ich presvedčili? Počas tohto bloku sa ponoríme do spoznávania reálií, žargónu a zákulisia presklených budov biznis centier. Pozrieme sa na trendy vo firemnej filantropii na Slovensku i v zahraničí.



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O FUNDRAISINGU

## Lead generation - jak získat pravidelného individuálního dárcu v online prostoru

JAN GREGOR – HNUTÍ DUHA (CZ)



Online fundraising - všichni víme, že to je, všichni víme, že to musíme dělat a přes to - kolik z nás to reálně dělá a kolik z nás je spokojeno s výsledky? A začali jsme vůbec?

Během session se podíváme na efektivní metodu získávání pravidelných dárců v online prostoru. Budeme se bavit o lead generation. Efektivním souboru kroků, jak rozvinout online fundraising do své plné krásy. Flexibilní metoda pro NGO o pár lidech i pro větší organizace. Blok Vám pomůže utřídit kroky, které musíte k efektivnímu rozvoji online fundraisingu pomocí lead generation podniknout. Klade si za cíl předat poznatky takovým způsobem, aby je účastník mohl okamžitě začít používat. Varování - Online fundraising je návykový a nese riziko větších příjmů od individuálních dárců!

## Reklama pro neziskové organizace, aneb jak propagovat, v co věříte

JAN ŽALOUDEK – DRUŽINA (CZ)



Tento workshop věnovaný tématu vytváření kampaní pro neziskové organizace se zaměřuje nejen na tvůrčí proces, metodologii, nástroje propagace, finance a rozpočet, ale i na příklady úspěšných kampaní z celého světa a několik praktických rad.

Jak si určit cíle vlastní práce? Jaký je rozdíl mezi cílem a výsledkem? Jak vytvořit zadání? Jak komunikovat své požadavky směrem ven? Jaké jsou možnosti klasických i nových médií v současném světě? Jaký je rozdíl mezi kampaní za korunu a kampaní za milion? V dnešní době nerozhoduje o šíření kampaně výše prostředků, ale nápad.

Máte rozpracovaný zajímavý projekt a nevíte, jak dál? Chcete poradit s tvorbou kampaně, nebo pomoci propagovat své záměry? Zapojte se do této dílny a profitujte z instantního poradenství k vašim kampaním.

## Bed & Breakfast, vajcia a digitálny kokteil

ZUZANA SUCHOVÁ – SAVIO (SK)



Nekladte všetky vajcia do jedného košíka, zvolte rôzne cesty, ako získať pozornosť v online svete. S webom je to ako Bed & Breakfast hotelom, prvý dojem je veľmi dôležitý.

Prípravte web alebo landing page k fundraisingovej výzve tak, aby priťahli a motivovali darcov. Sociálne médiá už nie sú iba módné slovné spojenie, byť originálny a vedieť komunikovať sa oplatí. Personalizácia a automatizácia sú správnu kombináciou. Ako namixovať chutný digitálny kokteil?



## A uzřela oslice andřela (aneb crowdfunding na Hithit.cz)

PAVEL EICHLER – HITHIT.CZ (CZ)



Zdroje z velkých společností vysychají, kdo chce zůstat ve hře a nestrkat nápady do šuplíku, musí najít a využít nové formy financování. Takovou novou formou je i crowdfunding, tedy hromadné financování. Crowdfunding otevírá kreativním lidem doposud zavřené dveře. Nemusí se zaprotat, obcházet takzvané andělské investory, stačí vytvořit nápaditou prezentaci projektu a dál se soustředit na práci. Hithit.cz je crowdfundingový portál, který propojuje umělce, designéry, vývojáře, sportovce s fanoušky. Ti jim pomáhají zrealizovat projekty a dostávají za to exkluzivní odměny. Na Hithit.cz se dá jen vydělat. Buď dostanete věc, po které toužíte, nebo vám vrátíme peníze zpět.

## Prinesie nový zákon o verejných zbierkach viac zdrojov?

IGOR POLAKOVIČ

CENTRUM PRE FILANTROPIU (SK)



Od júla na Slovensku platí nový zákon o verejných zbierkach. Nepochybne priniesol mnohé vylepšenia, no ako každý zákon, ani tento, hoc vypracovaný v spolupráci s neziskovkami, nie je dokonalý. Tento workshop sa bude venovať tomu, čo zákon priniesol do bežného života, ako chápať nejasné formulácie ako aj tomu, čo bude treba v minulosti ešte urobiť pre to, aby boli verejné zbierky ešte dôveryhodnejšie a oblúbenejšie ako dnes.

## Mesiaciky: Ako nám fanúšikovia zafinancovali časť filmu prostredníctvom crowdfundingu

DIANA FABIÁNOVÁ – SMART LIFE PRODUCTION (SK)  
LENKA GONDOLOVÁ – VIAFILM (SK)



Čo sa stane, keď dva roky nevíete nájsť peniaze na svoj ďalší film napriek predošlým úspechom? Zdravý rozum káže zabudnúť na to, veď aj tak máme ani nie ročné deti. Môžeme byť chvíľku snáď aj matkami. Moment, a čo je to ten crowdfunding...?

Zhruba takto sa začal príbeh dvoch nezávislých dokumentaristiek, režisérky a producentky, smerom ku crowdfundingu. Dlhé hodiny študovania prípadových štúdií, blogov, článkov atď. o tom, ako to úspešne zvládli americkí dokumentaristi pred nimi, sa vyplatili a napokon vyzbierali vyše 30 tisíc dolárov na platforme Indiegogo. Ten úspech bol aj jasným signálom pre ďalších sponzorov, že o film je skutočný záujem. Tak im fanúšikovia pomohli pokryť takmer celý rozpočet na film aj nepriamo. Workshop interaktívne predstaví prípadovú štúdiu filmu Mesiaciky s vierou, že rozprúdi živú diskusiu a zodpovedá vaše zvedavé otázky.



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KONFERENCIA  
O FUNDRAISINGU

## Fundraisingový trychtýř aneb jak se osvobodit od finanční závislosti

JANA LEDVINOVÁ

ČESKÉ CENTRUM FUNDRAISINGU (CZ)



Fundraising není jen o tom, „jak z koho vytáhnout pár korun“ nebo „jak napsat úspěšnou žádost o podporu“. Zdroje nejsou primárně peníze, ale ti, kteří je mohou poskytnout – lidé s dobrým srdcem, pochopením a podobnými potřebami – dárci. Diverzifikace systému financování organizací, zapojení soukromých dárců a práce s nimi je jedním z klíčových přístupů, které mohou úbytek veřejných zdrojů odvrátit. Fundraising sice je především o nadšení a zaujetí pro věc, ale bez systematické práce se ani v něm nedá dosáhnout dlouhodobých úspěchů. V tomhle workshopu vás Jana provede krok za krokem přípravou na zavedení profesionálního fundraisingu do organizace a představí jeden z nástrojů pro pochopení logiky a sledu fundraisingového argumentu – fundraisingový trychtýř.

## Ako využiť sponzoring na posilnenie značky

PETER ŠTARCHOŇ – UK V BRATISLAVE (SK)



Prednáška bude orientovaná na aktuálne trendy v oblasti sponzoringu vo vzťahu k budovaniu a riadeniu značky, synergickému efektu daného vzťahu a vyhodnocovaniu jeho vplyvu na reputáciu značky sponzora s akcentom na vybrané praktické príklady a kľúčové atribúty úspešného sponzoringu.



## Opening Plenary: The Joy of Legacy Giving

RICHARD RADCLIFFE  
RADCLIFFE CONSULTING (UK)



In countries where legacy giving is not well known how do we make sure that Central Europeans will be happy to leave a legacy?

This session will look at "donor happiness" and how to develop trust and confidence in the future of your NGO so that donors and volunteers actually DO it. How can we produce smiles? It's easy, by understanding their motivations to invest in your future.

## 5 Ways to Improve Your Online Fundraising

NICK ALLEN - NUEVO FUNDRAISING (USA)



Whether you haven't started raising money online, or are raising thousands of euros a month, almost every NGO can improve its online fundraising through a combination of testing and optimization, trying new techniques, using crowd-funding campaigns and Facebook, and being more aggressive in building your email list and asking for money. In this workshop, we'll talk about at least five ways your organization can raise more money online.

## What Social Media Can Do for Your Fundraising – and What It Can't

MICHAEL HOFFMAN  
SEE3 COMMUNICATIONS (USA)



You know social media is an important tool for growing your donor base, but how to use it well is a tougher question to answer. In this session, we will explore how social media can be used to improve your fundraising techniques and increase your number of donors. Participants in this workshop will learn:

- What are realistic expectations on social media for fundraising
- How the share is the key action of social media and how to create more sharing
- The critical role of curating content to build strong social media following
- The metrics and measurements that matter
- New tools that can link online action takers and donors with social media friends and followers

## How You Can Lead and Make a Difference

TONY MYERS - MYERS & ASSOCIATES (CAN)



One of the most critical issues facing the NGO sector is leadership. NGO's are struggling to find leaders who can make a difference. And those who are leading today are getting burned out faster than they can be replaced. So how do we move forward and find the leaders we need to build our NGO and the NGO sector. Join Tony Myers as he explores how we

find the leaders we need, how to take care of the leaders we have, and how to grow leaders from within. Only those interested in making a difference should attend this session.

- Learn how to find the leaders we need?
- Identify the steps to develop the leaders we find
- Identify the ways to care for leaders to ensure they stay healthy
- Explore how we can find the leader within ourselves
- Consider where we might go to develop our own leadership skills.

## From Good Intentions to More Web Donations

BEATE SØRUM - B.BOLD (NOR)



There is a stubborn belief that surely, if someone has decided to go onto a charity's website to give, they'll put up with an extra field or two in the donation form. This is simply not true. Charities are losing money by not giving proper attention to the donation process. With rigid focus on UX and content strategy, the Norwegian Cancer Society has doubled the income from its website. This session shares the core principles and techniques used, and will enable you to go make your own charity's website much better equipped to let people give you their support.





## Advertising for Nonprofits or How to Promote What You Believe In

JAN ŽALOUDEK – DRUŽINA (CZ)



This workshop dedicated to creating campaigns for nonprofits focuses on the creative process, methodology and tools of promotion, finance and budgets, as well as examples of successful campaigns from around

the world and some practical advice. How do you determine targets for your own work? How to create a brief? How to communicate your requirements to the outside world? What are the possibilities of traditional and new media today? What is the difference between 1 euro and 1 million euro campaigns? Getting your message across is no longer about spreading your campaign, but about your idea.

You have developed an interesting project and do not know what to do? Need help with a campaign or promotion? Join this workshop and benefit also from instant counseling to your campaigns.

## Major Donors – What Makes Them Different

EVA ALDRICH – CFRE INTERNATIONAL (USA)



Major donors are different—they have different patterns for giving, different motivations for giving, and different ideas on how they want to be involved with your organization's projects. Find out what research

says about how major donors are different—and how you need to work with them differently to have fundraising success.

## Video Strategy: How to Compete for Donors in a Video-Centric World?

MICHAEL HOFFMAN

SEE3 COMMUNICATIONS (USA)



Video is the most popular and fastest growing form of content. In fact, more than 83% of Internet users across all age groups now consume video on a regular basis.

And yet, nonprofit organizations have limited capacity to create video and haven't fully appreciated the need to change their culture and approach.

This is not about one viral video. This is about consistently and effectively communicating with video all the time and using it to create deep and ongoing relationships with donors. This session will outline the steps and process to create an organizational video strategy. Participants will have the opportunity to discuss circumstances and challenges within their own organizations. Michael will clearly outline the steps attendees need to take to move their organization on a path to video success.

## Monthly Donors – Measuring KPIs, Attrition and Using Data to Maximize Income from Donors

ROLAND CSÁKI – WWF INTERNATIONAL (HU)



Are you clear about calculating ROI, attrition rates or investment needs? Did you ever struggle with forecasting future income from monthly donors?

Did you ever wonder what actions you should take to keep donors loyal?

In this hands-on session we will learn to measure most important KPIs, ways to forecast monthly donor attrition accurately. We will also make simple ways to connect attrition figures and donor loyalty communication calendar to figure out weak spots and potential to improve.

If you are scared that this will be a "heavy" session for advanced mathematics experts, than be assured that I will speak of numbers in the most simplistic way. I always hated mathematics for being too theoretical and complicated. This session aims to make you like numbers because they will start to make sense & fun!

## How to Raise 22,000,000 CZK in 9 Months

JIRÍ BARTA – NADACE VIA (CZ)

TONY MYERS – MYERS & ASSOCIATES (CAN)



Major Donor fundraising does not work in Central and Eastern Europe. We can't use American style fundraising here and

expect it to work. Our culture is different here. It doesn't work here.

That is what people used to say. Well they can't say that anymore. Via Foundation in Prague, CR has just successfully completed a 22 million CZK campaign. They said it would never happen. But it did.

Join Jiří Bárta, Executive Director of Via Foundation and Tony Myers of Myers & Associates as they





share their story of how to raise 22 million CZK in 9 months and learn how you too can have a successful major donor fundraising campaign.

Learning Points:

- 12 steps to running a major donor campaign
- 7 things you need to know before asking big
- How Via Foundation was successful
- Why Via Foundation was successful
- What you can do to achieve the same success

## Integration of Campaigns, Mass Mobilization and Fundraising

IGOR POLAKOVIČ

CENTRUM PRE FILANTROPIU (SK)



I belong to the generation of fundraisers who spent many of their working years in a world where every larger organization had a project department (campaigns) and media people sitting on one floor and fundraisers isolated on a different floor. I can recall long-winded discussions about which of these departments should be in charge of the web and why it should or should not be this or that department...

Times have changed. Not infrequently, however, we still live in a world with barriers still persisting in the minds of people who communicate on behalf of an organization, people who do the project work and finally, that bunch of weirdos who try to find funding and donors for it all.

Therefore, my presentation will be about integration. Not only about its institutionalization, but also about a deep acceptance of it by the

whole team. I will give inspirational examples of what an organization can achieve in today's world if it knocks down the walls between departments and starts working as one big team. Of course, I will also speak about what benefits it brings both financially and to projects.

## Why Do We Hate Marketing? And Why Can't We Avoid It?

ANDRZEJ PIETRUCHA – FUNDACJA BOŚ (PL)



Within the non-profit sector we often view marketing only as promotion and selling. We do not trust marketers and sometimes are even proud of it, which is absolutely wrong. During the 60 minute session we will examine a few simple, but extremely useful marketing models which are crucial to building long-term relationships with donors. Successful Polish fundraising campaigns will be presented as well.

## Debate:

### Is Crowdfunding Really That Great?

JAN KROUPA

ČESKÉ CENTRUM FUNDRAISINGU (CZ)



Films, books, exhibitions, gadgets, crazy ideas... Everywhere you look, there is a crowdfunding campaign asking for your online support and promising such and such benefit in return. The surge in raising funds from crowds enabled through social media and online environment is undoubtedly a new fundraising phenomenon. But is crowdfunding indeed the right

way to go for your project? Will we all crowdfund in one way or another in a very short future? Who has the chance? Who should rather focus on traditional tools? What is needed for success in crowdfunding?

These crowdfunding-related questions will be discussed here. This is not a typical conference workshop with presentations. Join Jan and other experts for this lively and interactive debate where you can explore challenges and new opportunities crowdfunding can offer to fundraisers today.

## Expect the Unexpected – Be Ready to Raise Money When Something Goes Viral

BEATE SØRUM – B.BOLD (NOR)



It's every fundraiser's dream. All of a sudden, independent of you and your charity, something goes "crazy" on the Internet and the money just starts flowing in! You can't make something viral happen magically. But, you CAN be ready for it to make sure you make the most of it when something DOES happen. There's a lot more you can do than stand by and count the cash. In this session, Beate will share the story of how the Norwegian Cancer Society was raised over € 420,000 when the Norwegians suddenly decided overnight to start jumping into cold water. You'll learn how to be ready for Cold Water Challenge, a #Nomakeupselfie and the Next Big Thing. You'll also learn how to use social media to steward volunteers and donors to forge strong bonds, ever increasing the chance that your charity will be the one they choose to support when they do something unexpected.



## How Do We Get Boards to Do Their Job and Help Fundraise?

TONY MYERS – MYERS & ASSOCIATES (CAN)



What does your Board do? How does it help you get work done? Does it help you fundraise? Does it make your NGO better or does it make it worse. What has your Board done for you lately? Boards can make or break an NGO. Explore with Tony how your Board can make a difference and how it can make your life easier and better. This session will draw on you and your colleagues for their ideas and suggestions.

### Learning Points:

- Identify the characteristics of an ideal Board member
- Learn about the 7 things a Board can do for you
- What are the 5 most important ways a Board can help you fundraise
- Identify the steps you can take when a Board isn't working
- Learn how you can help recruit the ideal Board member

## Fundraising Language 2020 Course

ROLAND CSÁKI – WWF INTERNATIONAL (HU)



Digital is all around us, infiltrating every aspect of our lives. In this session we will explore how fundraising will be done in the digital future. Now you say: "Hmm, I've heard this so many times before: tablets, mobiles, smart TV, etc." I promise we will not speak about

these technologies. Instead we will explore the future donor's behavior. Let's find out together what will trigger making a donation, how the future generations will behave, how they will react to messaging and what forms and ways they will prefer to engage with your charity. Not tablets or mobile phones, but their users will revolutionize the fundraising landscape, and they will expect us to speak to them in a different language. Welcome to our fundraising language 2020 course. :)

## Crowdfunding as an Alternative Source of Financing

MARIA STASZKIEWICZ, MILAN ZUBÍČEK  
ASPEN INSTITUTE PRAGUE (CZ)



Crowdfunding is a growing sector where business, culture and even philanthropy sectors meet and interact. It is more than a successful means to raise money as it enhances in individual donors the sense of ownership over the project they decide to support. In 2014, together with three other organizations Milan and Maria have been implementing the Crowdfunding Visegrad project that aims to assess the state of play in crowdfunding throughout V4 countries and to promote it as an alternative source of financing. It has 2 outcomes: a comparative study on the financial, technical as well as legal environment of crowdfunding in the Visegrad region, and a manual of best practices for crowdfunders. In their presentation, Maria and Milan will outline the project results, focusing on how the non-profit sector can diversify funding through campaigns run on crowdfunding platforms.

## Closing Plenary: Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO

NICK ALLEN – NUEVO FUNDRAISING (USA)



In an always-on / in your pocket / Internet-of-things world where people meet each other on Tinder, share disappearing experiences on Snapchat, and focus more on their screens than their neighbors, how can your NGO build relationships with your donors and supporters? For the first time, NGOs can engage in real time with their supporters at very low cost – so how can we take advantage of this historic opportunity?

