



Nick Allen (USA)

- Masterclass: Building an Effective Online Fundraising Program for Your NGO
- 5 Ways to Improve Your Online Fundraising
- Plenary: Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO

Building an Effective Online Fundraising Program For Your NGO

Masterclass

Speaker: **Nick Allen** Nuevo Fundraising (USA)
Date: **Wednesday 8 October 2014** – 14:30-18:00
Venue: The Crowne Plaza, Hodžovo nám. 2, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**

14:30-16:00 >> **Part 1: Building an Effective Online Fundraising Program For Your NGO**

16:00-16:30 >> **Coffee Break**

16:30-18:00 >> **Part 2: Building an Effective Online Fundraising Program For Your NGO**

This masterclass will cover all the basics of figuring out how your NGO can use online and mobile to raise money and build a supporter base. We'll look at making your Web site effective for fundraising, crafting your appeals, building an email list, using Facebook and Twitter, testing crowd-funding appeals, and more.


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Nick Allen helps NGOs harness the power of the Internet to raise money, raise their voices, and build relationships. For the last 15 years, he has helped major international and U.S. organizations including Amnesty International, UNICEF, UNHCR, World Vision, Habitat for Humanity, CARE, and PETA to build large online programs.

Nick was founder and CEO of Donordigital, one of the leading U.S. online fundraising agencies, as well as Alma Global based in Barcelona. He is currently director of the new agency Nuevo Fundraising in San Francisco, whose clients include the U.S. Fund for UNICEF, WWF U.S., and other leading NGOs.

Nick teaches master classes at the International Fundraising Conference in the Netherlands, as well as at the Festival del Fundraising in Italy and the Spanish Fundraising Conference. Nick also presents at leading U.S. conferences including NTEN and the Bridge Conference.

The Masterclass will be delivered in English only with no interpretation.

Programme	Content	Includes	Participation Fees		
			Early Bird 31 August	Regular	Member
FULL (8-10 October)	SK-CZ Konferencia + Masterclass + CEE Conference	Lunch 8-9 Oct, Party, Coffee, Refreshments	€ 269	€ 299	€ 269
MASTERCLASS (8-10 October)	Masterclass + CEE Conference	Lunch 9 Oct, Party, Coffee, Refreshments		€ 269	€ 239

The fee includes conference materials (including presentations from the 1st, 2nd, 3rd and 4th Slovak-Czech Fundraising Conferences), lunch and buffet dinner at the party, as well as coffee and refreshments.

The number of delegates at the Masterclass is limited. Registration runs until 5 October 2014 or until the number of available seats is filled. The registration is valid only after the fee has been credited to the account of the organiser before the event(s). Cancellation of participation is possible till 24 September 2014, after this date a refund is not possible.

More information and registration

> www.ceefundraising.org