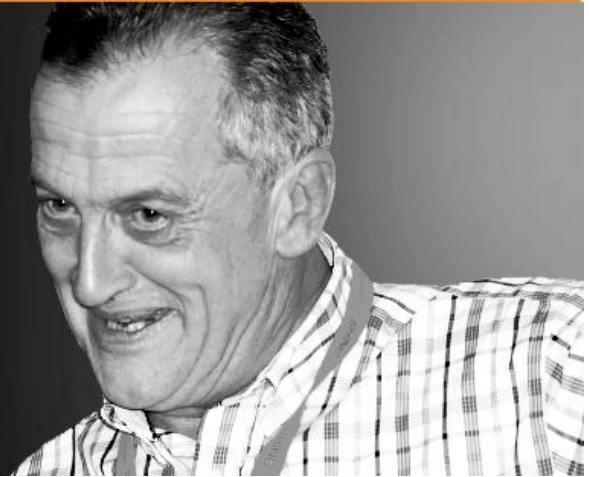


Richard Radcliffe (UK)

- Masterclass: Building a Legacy Strategy Which Costs Nothing
- Plenary: The Joy of Legacy Giving



Building a Legacy Strategy Which Costs Nothing Masterclass

Speaker: **Richard Radcliffe** Radcliffe Consulting (UK)
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 a Legacy Strategy Which Costs Nothing**

- 1) Introduction to the legacy fundraising cycle: this explains the framework for developing a strategy
- 2) The legacy market in UK/Europe (who leaves legacies , average values etc.)
- 3) Will making in Slovakia – how to encourage more Will making
- 4) How to integrate legacies into communications without giving Slovaks a shock!
- 5) Evaluating success – is it possible?

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

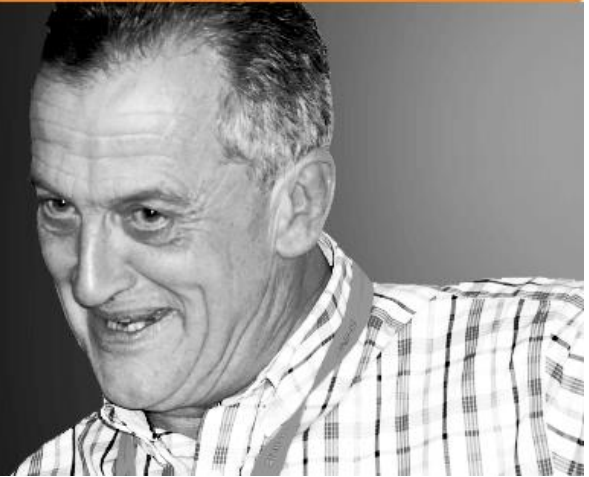
16:30-18:00 >> **Part 2: Developing Your Legacy Communications**

- 6) How people like to be asked for legacies (an overview of the role/effectiveness of direct mail, websites, newsletters, brochures, advertising, events etc)
- 7) Legacy messaging and images: stories which are liked, who tells those stories and the images which work
- 8) Cultivation and stewardship of enquirers and pledgers

The masterclass will be suitable for all charities/NGOs even if there is a very limited budget – or even none at all for promoting legacies! The first half will be how to develop a simple strategy taking into account that only 10% of your population have a will!

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Richard Radcliffe (UK)

Richard has 35 years experience in fundraising, the last 25 specialising in legacies

He has held focus groups for over 600 charities in over 25 countries and met around 20,000 supporters to ask their views on Will making and legacy giving. Richard runs inspirational training sessions on "How to make the legacy ask". He has been Chair of both the International Fundraising Congress and the Institute of Fundraising (UK) Convention. And he has researched extensively on donor happiness!

He currently runs his own consultancy specialising in developing legacy income
www.radcliffeconsulting.org.

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