



Creating a Dynamic and Successful Fundraising Program

Masterclass

Date: **Wednesday 12 October, 2011** – 9:00-13:00

Venue: Slovenská sporiteľňa, Tomášikova str. 48, Bratislava, Slovakia

09:00-09:30 >> Registration of Delegates

09:30-11:00 >> Raising More Money - Tony Myers (Canada)



I've never seen an NGO that didn't want to raise more money. My experience over the past 20 years tells me that raising "more" money means doing some fundamental things right. And if you get the fundamentals right, Tony will promise you that you will raise more money. Join Tony Myers as he shares with you his life-long experiences of showing numerous NGO's on how to get started in fundraising and how to raise more money. Tony's passion for what he does and his commitment to growing Civil Society around the world will shine through. This workshop promises to be interactive and learner-centered and focused on practical tips on how to raise more money.

11:00-11:30 >> Coffee Break

11:30-13:00 >> Building on Foundations - Kay Sprinkel Grace (USA)



Once you have set forward your plan and your operation, you will need to build a true relationship-based fundraising program. Donors want a positive experience. That is what keeps them involved. From the beginning, you will learn it is all about having systems for engaging donors, keeping track of your relationship with them, establishing a development calendar, offering opportunities for volunteer leadership to become involved and making sure that those who invest in you are feeling good about their investment. Kay Sprinkel Grace will build on Tony Myers' inputs and facilitate an exploration of what it takes to build a successful donor-focused fundraising program, using your systems and strategies to ensure the best possible experience for both you and your donors.

Kay and Tony will take you on a three hour journey and share with you some of the most important lessons they have learned in a combined 50 years of working with non-profits. They'll share with you how so many of the NGOs they've worked with have made a difference by getting started with the right people and plans in place, and how they have found success through having a strong organizational foundation and by building relationships with their donors. If you want to create a dynamic and successful fundraising program, join Tony and Kay for this interactive Master Class.



>> **Tony Myers (Canada)**



Tony's work includes major donor fundraising, major campaigns, as well as Board development, organizational review and strategic planning. As president of an international consulting agency, he specializes in big gifts, for clients big and small, with big ideas. As the Advisor to the President (Strategic Initiatives) at the University of Calgary (one of Canada's largest research intensive universities) from 2004 – 2008, Tony provided leadership in developing strategic partnerships with business, industry and government. Tony is sought after as a speaker at conferences around the world because he brings a passionate and committed perspective to all he does in philanthropy and giving.

>> **Kay Sprinkel Grace (USA)**



Kay Sprinkel Grace works with nonprofits and NGO's to increase their capacity for leadership, message-building and fund raising. Her work is primarily in the area of strategic planning, board and staff development, and working with organizations to help them master the principles and practices of successful fund raising. An author and teacher, she has written six books (one with a co-author), many articles for journals and numerous chapters in other authors' books. As a speaker she has conducted workshops and addressed plenary audiences in Tbilisi, Prague, London, Paris, The Netherlands, Stockholm, and in cities throughout Australia, Canada and the United States. She has spoken at the International Fundraising Festival in Prague and is on the Advisory Board of the Czech Fundraising Institute. She lives in the US, in San Francisco.

The Masterclass will be simultaneously interpreted into/from Slovak.

Participation Fee

Masterclass

(only Wednesday 12 October 2011)

- 1 delegate: 49 EUR
- Club of Fundraisers member: 39 EUR

Masterclass + Conference

(Wednesday-Friday 12-14 October 2011)

- 1 delegate: 149 EUR
- Club of Fundraisers member: 129 EUR

Fee for the Masterclass includes also materials from the 1st Slovak-Czech Fundraising Conference and coffee break refreshments.

Combined fee for the Masterclass and Conference includes also conference materials (incl. from the 1st Fundraising Conference), lunch and buffet dinner on 13 October and coffee break refreshments.

The number of participants of the Masterclass and Conference is limited.

Registration is open until 9 October 2011 or until the number of available seats is filled.

The registration is valid only after the fee has been credited to the organiser's account before the event.

Payment details

- **Account number:** 2927832354/1100
- **Bank:** Tatrabanka (www.tatrabanka.sk)
- **SWIFT:** TATR SK BX
- **IBAN:** SK35 1100 0000 0029 2783 2354
- **Variable code:** Identification number of the organization or date of birth of an individual in the format DDMMYYYY
- **Note:** Please include the name of the participant(s) in the message to payment recipient for identification purposes

More information and registration at www.fundraising.sk

Thank you to all partners for cooperation in organising this Masterclass



General Partner



Main Partner