



Telephone Fundraising Masterclass

Speaker: **Rich Fox** FRSA, Rich Fox & Associates (USA)
Date: **Wednesday 10 October 2012** – 13:00-17:00
Venue: Slovenská sporiteľňa, Tomášikova str. 48, Bratislava, Slovakia

13:00-13:30 >> Registration of Delegates

**13:30-15:00 >> Part 1: Telephone Fundraising – Latest Thinking.
An overview**

Over and over again, they told him, "Telephone fundraising won't work here."
But, Rich Fox has repeatedly proved them wrong!

A world renowned pioneer in telephone fundraising, Rich has successfully trained fundraisers around the world - including many in emerging fundraising markets - on how to effectively use the telephone to build relationships, reactivate and upgrade donors, and maximize donor value. Through a lively, interactive discussion, participants will learn the most important things about telephone fundraising, and how to make it work here.

In this fast paced review of the world of telephone fundraising, participants will learn many of the keys to maximizing telephone fundraising success, including:

- Who to call
- Whether to send letters and/or emails in advance of the phone call
- How much to ask the donor to contribute
- How to use the telephone to move people to open ended monthly giving
- How to add urgency to your telephone fundraising message
- Whether to have callers use pre-written scripts
- What messages work best on the telephone
- How best to follow up after the phone call
- How to find good telephone callers
- How to evaluate the success of telephone fundraising campaigns
- ... and much, much more

This is a truly must see Master class!

15:00-15:30 >> Coffee Break



15:30-17:00 >> Part 2: Telephone fundraising in action... How to write telephone scripts that work.

A true "How To" class, Rich Fox will teach you everything you need to know to write scripts that really bring in donations. Under his guidance and direction, participants will break into teams and write their own telephone fundraising scripts for the phone's most common uses:

- Current donor special appeal and donor renewal.
- Lapsed donor reinstatement.
- Monthly gifts.
- Major donor upgrade.
- Donor acquisition.

Then, continuing to work in teams, you will learn to prepare responses to those who say:

- "I can't afford it".
- "I need to think about it".
- "I now support other organizations".
- "I hate phone calls".
- and, many others.

An ideal follow up to his first Master Class, with these two sessions, you will not only learn why telephone fundraising is important and what it can achieve for your organization, but also how to put it into practice as soon as you return to your office. So, don't miss this exciting opportunity!





>> Rich Fox (USA)



Chairman and CEO of Rich Fox & Associates, Inc., Rich Fox has trained and consulted on four continents with hundreds of leading NGO's and charities, such as UNICEF, Medecins Sans Frontieres/Doctors Without Borders, UNHCR, Oxfam, Greenpeace, Red Cross, and Amnesty International.

World renowned as an expert in the relationship building, monthly giving and legacy marketing uses of direct mail, telephone and the Internet, Mr. Fox has presented often throughout the world including in the United States, United Kingdom, France, Brazil, Japan, Korea, Thailand, India, Germany, the Philippines, Sweden, and 12 different times at the International Fundraising Congress in the Netherlands.

Mr. Fox, who is headquartered in California in the United States, has been honored for his lifetime achievements by being named a Fellow of the United Kingdom's RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce).

The Masterclass will be simultaneously interpreted into/from Slovak.

Participation Fee

Masterclass

(only Wednesday 10 October 2012)

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

Masterclass + Conference

(Wednesday-Friday 10-12 October 2012)

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

Fee for the Masterclass includes training materials and coffee break refreshments.

Combined fee for the Masterclass and Conference includes also conference materials (incl. from the 1st and 2nd Slovak-Czech Fundraising Conference), lunch and buffet dinner on 11 October and coffee break refreshments.

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

Registration is open until 7 October 2012 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: www.fundraising.sk/conference

Thank you to all partners for cooperation in organising this Masterclass



General Partner



Main Partner