



Starting an Individual Donor Program Masterclass

Speaker: **Richard M. Pordes** CFRE, Richard M Pordes, LLC (USA)

Date: **Wednesday 10 October 2012** – 13:00-17:00

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

Most non-profit organizations depend for their income on one of two types of donated income: They can raise “much from few” (such as donations from governments, foundations, High Net Worth Individuals and corporations) or they can raise “a little from many” (lots of small donations from many people).

This masterclass will focus mainly on a “little from many”.

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

13:30-15:00 >> Part 1

15:00-15:30 >> Coffee Break

15:30-17:00 >> Part 2

All non-profit organizations should try to develop a broad base of support to ensure the continuity of their programs. Financial support from government, foundations, corporations or wealthy individuals, while possibly easier to generate, has one major disadvantage: it can end tomorrow.

Many charities that are dependent on these sources have suffered greatly during the last few years. During the economic recession companies, foundations and governments dramatically reduced their support for non-profit and humanitarian organizations, but individuals tended to keep up their regular giving. In fact, during some financial crises, individual giving actually increases.

When you have completed this master class you should be able to start your own Individual Donor Program and be able to answer the following questions:

- Why is a broad-based individual donor support program so essential?
- What should we do first?
- How and where do we get the investment funds to get started?
- When should we develop our mission statement and strategy?
- How can we create a good strategy
- How do we convert the strategy into an action plan?
- Who are the individuals who are likely to support us?
- How do we find them?
- How do we convince them to support us?
- Who are our natural partners in developing an individual donor program?
- When is a donor really a donor?
- What is donor lifetime value and why is it so important?
- Methods to increase donor lifetime value.
- How can we broaden our communications channels?
- Raising money from individual small business owners.
- How do we evaluate the success of our individual program?



The answers to these questions will tell you whether your non-profit organization is ready to raise funds from individual donors.

This master class will be run as an interactive seminar/workshop. Although it is mainly for beginners, and will explore the basic concepts of fundraising, it will require participation in an active way. There will be some group exercises, conducted in English (with translation), but no one will be forced to address the other participants in English.

>> **Richard Pordes (USA)**



Richard founded his consulting company in January 2006, after more than 30 years with UNICEF in a variety of communications, marketing and fundraising posts. As Senior Fundraising Advisor, he was instrumental in leading and motivating UNICEF's National Chapters and Country Offices to achieve greatly improved results from fundraising. Much of this success came from his early adoption of international mailings as a dynamic new channel for fundraising and donor acquisition.

In the 1990s, Richard introduced direct response fundraising and monthly giving to UNICEF Chapters in Hong Kong, Japan and Korea. He also advised and supported UNICEF chapters in Australia, Canada, Germany, New Zealand, the United Kingdom and the United States.

From 2000 until 2006, he helped UNICEF initiate and expand fundraising activities in developing countries, guiding UNICEF Country Offices in Brazil, China, India, Indonesia, Mexico, the Philippines and Russia.

Since leaving UNICEF, Richard has advised numerous non-profit organizations including WWF, Save the Children Alliance, Doctors without Borders (MSF), UNHCR: the UN Refugee Agency, Amnesty International, the Nonviolent Peaceforce and Operation Smile.

Richard is a frequent speaker at international fundraising conferences. He is a Certified Fundraising Executive (CFRE) and has served on the Operating Committee of the US Direct Marketing Association's International Council and its Non-profit Federation. He has published numerous articles for the non-profit press and has won three DMA Echo Awards for his work in direct response fundraising.

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