

# DSC

# Fundraising Fair

From  
only £25 per  
session  
when booking more  
than three

Thursday 26 April 2012 – Marriot Hotel, Leeds

Improve your skills and boost your fundraising success



■ Intensive, action-focused fundraising workshops

■ Design your own day of tailor-made training

■ Practical tools to raise more money now

**DIRECTORY OF SOCIAL CHANGE**

The Voluntary Sector's Best-selling Training Provider



# Fundraising Fair

## Why should you attend?

Because you can design your own day full of practical, topical, workshops covering the areas of fundraising most important to you. Additionally you will:

- Come together with other fundraisers and fundraising managers in the sector to network, exchange ideas and share best practice.
- Learn new approaches to strengthen your fundraising capacity.

## Who should attend?

- Anyone responsible for fundraising in their organisation.

## Benefits of attending are:

- Learn about the benefits of using social media and get tips on how to improve your fundraising reach.
- Creating a strategy: Brush up on your skills and construct a plan that will help you achieve your goals.
- Understand what funders really want and how to make your applications stand out from the rest.
- Understanding legacies as a vital part of your portfolio.
- Maximise your income generation from community fundraising.
- Explore the world of corporate fundraising and sponsorship to reap the rewards for mutual benefit.

Book online now:

[www.fundraisingfair.org.uk](http://www.fundraisingfair.org.uk)

# Fundraising Fair

9.30 REGISTRATION

Tea, coffee and biscuits at breaktimes (11.00, 13.30, 15.30)

## Skills & Strategies

**10.00-12.15**

### MASTERCLASS

#### Make Your Direct Mail & Email Marketing More Effective

This interactive session will provide practical tips and advice. These essential communication channels create opportunities for donor acquisition, retention and development.

Whether you are seeking to integrate your donor communications mix, improve response rates and increase income, or simply get them working more effectively together, you'll leave with plenty of ideas you can start implementing straight away.

**Speaker: Nick Day**

SS1

**10.00-12.15**

### MASTERCLASS

#### Proposal Writing

Do you struggle with this? Are you getting turned down? Don't know where to start? Do you want to improve on your current skills? Packed with hints, tips and guidance this session will help you write successful grant proposals. You will discover how to present and describe the impact of your work in the best possible way to respond to donors' requirements and motivation.

**Speaker: Gill Jolly**

SK1

**12.30-13.30**

#### Trends and Developments in Commissioning

Participate in an up to the minute briefing on the latest developments in commissioning and procurement at local, regional and national levels. Explore some of the opportunities and the factors to consider when tendering.

**Speaker: Lee Gosling**

SS3

**12.30-13.30**

#### Creating A Successful Fundraising Strategy

This session will provide an overview of the process involved in constructing a fundraising strategy, including how to review the internal and external funding environment, researching potential sources of income, strategic issues in statutory, trust, individual and corporate fundraising and finishing with a structure that delegates can use to create their own fundraising strategies.

**Speaker: Noam Kostucki**

SK3

13.30 – 14.30

Tea, coffee and biscuits

**14.30-16.45**

### MASTERCLASS

#### Essential Skills for Fundraising

People don't give to organisations, people give to people. Being a good fundraiser takes confidence because you need to approach people and convince them to donate to your cause. Come to this session to learn how to improve your networking and influencing skills and how to sell your cause in a way that is inspiring and convincing and get tips on building your confidence when presenting.

**Speaker: Noam Kostucki**

SS4

**14.30-16.45**

### MASTERCLASS

#### How to Increase Your Impact by Telling Great Stories

Demonstrating the impact of your work has never been so important and your stories are the most powerful tool you have to demonstrate the success of your organisation.

This session will enable you to understand what makes a great story and how to best tell them without spending a lot of money. It will cover the whys and hows of telling great stories using best practice examples and interactive exercises and give you some practical tools you can use back in your organisation.

**Speaker: Karen Ackerman**

SK4

# Thursday 26 April 2012

9.30 REGISTRATION

Tea, coffee and biscuits at breaktimes (11.00, 13.30, 15.30)

## Sources

**10.00-12.15**

### MASTERCLASS

#### Social Media Fundraising Myth-Buster

You may have heard of people getting great results using Twitter, Facebook and social media. You may even have started using them. Does it really work for you? Whether you are a complete beginner or a regular user of social media, attend this session and learn about how to get results using social media.

Look at successful case studies, tools for effectiveness, up to date facts and figures as well as models to build an effective social media fundraising strategy.

**Speaker: Noam Kostucki**

SO1

**10.00-12.15**

### MASTERCLASS

#### How to Raise Money from Trusts

A great Trust Fundraiser knows that the difference is in the detail, in terms of your planning, strategising, research, writing and editing skills. See how you are performing against sector benchmarks, how you can improve your efficiency and find out how to take your applications to the next level and see the difference it makes.

**Speaker: Kim Van Niekerk**

SR1

**12.30-13.30**

### Event Fundraising

Take a tour of the essential steps to running events for your charity. Make sure you are making decisions on the right kind of events for your charity and have all the ingredients to raise funds, improve your profile and attract new supporters.

**Speaker: Kim Van Niekerk**

SO3

**12.30-13.30**

### Creating Opportunity for Community Success

Working with people in the community through community organisations, committees and support groups is the cornerstone to developing and building community fundraising support. Using a holistic approach to fundraising, this session will investigate the role and place of community fundraising in the income generation strategy to maximise income for your organisation.

**Speaker: Gill Jolly**

SR3

13.30 – 14.30

Tea, coffee and biscuits

**14.30-15.30**

### Making the Ask

One of the famous taboos – talking about money! A practical workshop which will break this down and help you think about how to ask for money starting with what you say, how you say it and who you say it to!

**Speaker: Gill Jolly**

SO4

**15.45-16.45**

### Legacies

Are people including your charity in their will? If not, why not? This session will help you focus on this valuable income source, help you tap into it effectively and enable you to go away with some practical steps to take you forward.

**Speaker: Gill Jolly**

SO5

**14.30-16.45**

### MASTERCLASS

#### Corporate Fundraising

The world of corporate philanthropy is changing. Are you making the right partnership approaches and thinking about the risks to your existing corporate relationships? If your organisation is currently working with a corporate partner or wants to better understand the process this session will look at how to effectively assess the long term strength of your corporate database, and how you can identify new companies for strategic relationships.

**Speaker: Kim Van Niekerk**

SR4

