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Workshops

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24
Speakers

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Fundraising Fair

Helping you get the funding
you need to help others



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Includes lunch **£160**

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Includes lunch **£290**

Fundraising Fair



**An inspiring and
informative two day
event helping you
get the funding
you need to
help others**

Whether you are new to fundraising, an experienced professional or working at a senior level in fundraising, this event has a wide range of workshops designed for you.

Workshops: £35

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Includes lunch

Masterclasses: £70

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- Choose from 43 workshops to suit every level of experience, including speakers from The Big Lottery talking about changes to the Big Lottery Fund, CAF speaking about Brexit and Sayer Vincent on finance for fundraisers.
- Hear from our expert about the latest changes in fundraising regulations and the Fundraising Preference service.

New
speakers
New content
New ideas
New
inspiration

Network with
other fundraising
professionals and
share experiences

Plenary speakers who will motivate & inspire...



Professor Adrian Sargeant, the world's foremost fundraising academic and Chair in Fundraising at Plymouth university, will share his research on donor loyalty retention.



Stephen Pidgeon, world renowned speaker, author and consultant who has worked with over 200 of the nation's top charities, will help you realise your 'fundraising creative'.

Are you
looking for
Funding?

The best place to start is with a free funding websites demo at Fundraising Fair.

Free
coaching & mentoring
sessions

Find answers to your fundraising problems with help from our fundraising professionals.



9.30 – 11.45 Masterclass

Trust fundraising – Getting smart results



It's competitive out there. What's going on in the world of trusts? This session will help you understand the world of trusts and make the most of this valuable income source. It will also give you plenty of hints and tips to help you read between the lines of funders' criteria and questions so you have a better idea of what they are looking for, enabling you to achieve success more often.

Session Leader: Gill Jolly

9.30 – 10.30

Latest fundraising research - Being a major donor fundraiser

Drawing on a three year research project exploring how the social and personal characteristics of fundraisers interact with their professional skills, Beth will explore the art and the science of fundraising, highlighting what factors are connected to the greatest levels of success in fundraising for major gifts.

Session Leader: Dr Beth Breeze

10.45 – 11.45:

Big Lottery – Latest changes, impact and opportunities

Hear directly from the Big Lottery about recent changes, new programmes, possible England restructure and important updates that can help you with your funding. If you are new to fundraising, find out how best to approach 'Big' to maximise your chances of success.

Session Leader: Big Lottery Fund

9.30 – 11.45 Masterclass

Developing your fundraising strategy



This workshop provides an overview of what is involved in creating a diverse and sustainable fundraising strategy, including research requirements, contextual analysis, target setting, investment requirements. The session will also provide a template structure for setting out your strategy in a logical and coherent way.

Session Leader: Kathy Roddy

9.30 – 10.30

Digital fundraising

With street and telephone fundraising ever less acceptable to the public, digital fundraising has never been more important, or more urgent. Yet so few charities are using it effectively and getting return on their time investment. Find out what digital fundraising can actually deliver with one of the country's leading experts in digital fundraising and author of The Digital Fundraising Book.

Session Leader: Matt Haworth

10.45 – 11.45:

Direct mail – Reviving and thriving?

Direct Mail is making a comeback as many charities realise that, although expensive, it remains one of the most cost effective donor acquisition, retention and development tools. This session will share top tips on maximizing your return on investment from mail.

Session Leader: Nick Day

9.30 – 10.30

Developing truly corporate partnerships

A good solid partnership where there is mutual respect, benefit and understanding is key to a truly successful corporate relationship. This session looks at how we as fundraisers can look to achieve that level of partnership with our sponsors and how we can secure the partnership in the first place.

Session Leader: Layla Moosavi

10.45 – 11.45:

Selling the right story and getting the right brand

How to present your organisation's brand and message effectively: looking at its story in terms of outcomes to your beneficiaries and it's positioning in the sector. It will also address the importance of being able to define your brand and present key messages in a way that people understand and remember them.

Session Leader: Layla Moosavi

12.00-13.00 FREE Plenary



Adrian Sargeant

Donor retention and loyalty: What next for relationship fundraising?

Professor Adrian Sargeant will explore why loyalty is such a significant issue, and the difference that even small improvements to loyalty can make to the lifetime value of a fundraising database. He will look at the factors that drive lifetime value: namely satisfaction, commitment and trust and what non-profits can do to manage these and drive up loyalty. He will also offer new insights from relationship marketing social psychology to understand ways in which nonprofits can create additional value for their supporters. Professor Sargeant is the world's foremost fundraising academic, holding Chair in Fundraising at Plymouth university.

13.00-13.45 Lunch & Networking

13.45 – 16.00 Masterclass

Corporate fundraising – Creating win-win packages for corporate partners



The best way to maximise income from corporate partnerships is to develop ideas which meet the business objectives of the company. This practical master class will take you through a step by step process to help you create packages that really work for you and the company. It will be peppered with real life examples to show how simple ideas are often the best!

Session Leader: Valerie Morton

13.45 – 14.45

Presenting to potential funders – Asking confidently

This session is for anyone who has to ask for money and support 'face-to-face'. It will cover: developing your personal impact, making a strong first impression, creating instant rapport, driving donor loyalty with the right message at the right time and building your own confidence by creating the 'right' mind-set for yourself.

Session Leader: Kathy Roddy

15.00 – 17.15 Masterclass

Legacies – Your greatest opportunity in a lifetime



£2.21 billion is given to charities in wills every year. The number of legacies to medical research has not increased in ten years. The number of legacies to small, local tangible causes - even less "popular" causes - is going through the roof. Why? Trust in big charities is decreasing. Trust in local, smaller niche players is growing. There is even more good news: you need not spend one penny on legacy fundraising and you will not need a legacy brochure. The average legacy is worth £18,000 - find out more in this masterclass.

Session Leader: Richard Radcliffe

13.45 – 14.45

Best in fundraising – Developing & managing top teams

It must be recognised that you'll lose money if your fundraisers move within two years of recruitment, regardless of performance. Establishing and developing a successful and effective team doesn't just happen! This session will give some tips and practical help to getting the most from your staff & volunteers.

Session Leader: Gill Jolly

15.00 – 16.00

Donating vs. generating – Getting 3rd party fundraisers doing it for you

It's well-known in fundraising circles that many people want to support a charity but would rather do something to generate the money rather than just give you the cash. It's good for charities too as the donations via generation are far higher in value and there's more engagement too. Come and find out more.

Session Leader: Gill Jolly

16.15 – 17.15

Finance for fundraisers – Strategies for finance and fundraising teams to work together

Understanding the skills and knowledge respective teams bring are vital for effective income generation. We will cover key aspects of charity finance, from regulatory to, day to day, that fundraisers need to feel confident with, plus ideas for working better together.

Session Leader: Judith Miller, Sayer Vincent

13.45 – 14.45

How to make and grow crowd fundraising

This growing phenomenon is being used as an additional source of funding by many organisations. Though it is a powerful method for raising finance and increasing stakeholder engagement it requires very careful planning and involves a lot of resources that need to be carefully deployed. This Session will explore the appropriate strategies and the tools and techniques to harness this new fundraising tool.

Session Leader: Robert Foster

15.00 – 16.00

Social Media Fundraising

Social media is revolutionising how we communicate. Supporters who share on social media are four times more likely to donate than those that don't - so don't lose hope. Learn how to use social media to drive donations in this session - and find out the surprising truth of how asking for less could be the secret to earning much more from your fans, followers and subscribers.

Session Leader: Matt Haworth

16.15 – 17.15

Digital transformation for charities

Digital transformed posted letters into email, bookshops into Amazon, and now it's transforming charities too. For many charities, it's innovate or die. They are rethinking how they deliver services, how they connect with supporters and even how their organisation is structured. It's about taking a new approach to solving problems. Don't get left behind, attend this engaging session filled with practical examples of successful digital transformation from both existing charities and plucky new ones.

Session Leader: Matt Haworth

13.45 – 14.45

What to say in an appeal letter

The letter is the most important part of any direct mail shot, but getting it right can be challenging. This session will provide you with lots of practical tips on layout and copywriting and help answer common questions, including: 'How long should it be?' and 'How many times should we ask?'

Session Leader: Nick Day

15.00 – 16.00

Keeping your donors on side when a media storm breaks

Effectively managing your reputation with donors is the key to building and maintaining income. This practical session will help you to assess risk and be better prepared to act appropriately both proactively and reactively.

Session Leader: Nick Day

16.15 – 17.15

Coaching and problem solving session

Bring your questions and queries to this problem solving session. Our experienced fundraising trainers will facilitate the discussion to tackle individual issues, which can be shared and aired with the group in order to focus on creative solutions to interesting challenges.

Session Leaders: Mike Bartlett and Gill Jolly

17.15 – 18.00 Wine and Networking

Day Two 9.00-9.30 Registration

<div>9.30 – 11.45 Masterclass</div> <div>'The accidental fundraiser' – What you need to know to get started</div> <div></div> <div>This workshop is for 'new' fundraisers, those who find themselves in other roles but having to fundraise, and those aspiring to enter the profession. The workshop will cover the fundamental principles of fundraising, and the practicalities of fundraising from a variety of sources, including statutory, trusts and foundations, corporates and individuals.</div> <div>Session Leader: Kathy Roddy</div>	<div>9.30 – 10.30</div> <div>Think on Your feet*</div> <div>Ever been put on the spot by a key donor and wished you had been able to respond more confidently? Or wish that your presentations were more engaging and focused? This session introduces the Think on Your Feet® techniques which enable you to speak in any situation with clarity, brevity and impact.</div> <div>Session Leader: Jo O'Sullivan</div>	<div>9.30 – 10.30</div> <div>Maximising in-memory giving</div> <div>Giving in memory is one of the most underutilised areas of fundraising for many charities. Is this the case for your charity and, if so, why? This session will help you understand some of the possible obstacles and help you approach a sensitive area of fundraising. Excellent donor management is essential too. With the online nature of many tribute funds it's attractive to younger donors and is a great way to involve them too.</div> <div>Session Leader: Gill Jolly</div>	<div>9.30 – 10.30</div> <div>Brexit: Where do charities go from here? - Capitalising on funding opportunities in a challenging environment</div> <div>Britain's 'Brexit' referendum vote and the period following it, have compounded a difficult fundraising environment for many charities. Diversifying income and building a sustainable future is a major challenge. The Charities Aid Foundation brings diverse donor perspectives drawn from its work with individuals, companies, and foundations.</div> <div>Session Leader: Monica Brown, CAF</div>	<div>9.30 – 10.30</div> <div>Gift Aid – The latest changes</div> <div>Everyone claims to understand Gift Aid but only 35% of charities bother to make a claim to HMRC. This is costing the Sector £2 billion annually. The fact is that even those charities that are alert to the benefit of tax efficiency often fail to make the most of this valuable fundraising tool. This session will test your knowledge in an amusing but instructive way, while taking note of recent changes.</div> <div>Session Leader: Eric Grounds</div>
<div>10.45 – 11.45:</div> <div>Pushing your next event over the edge</div> <div>So you know how to prep and run an event, but if you need to shift gears and make them exceptional come and unlock the secrets of the entertainment industry. Leave full of ideas that will capture the hearts of your audiences.</div> <div>Speaker: Kim Van Niekerk</div>	<div>10.45 – 11.45:</div> <div>The power of storytelling to engage your donors</div> <div>How do you connect with donors and help them understand the impact of the work you do and the difference you make? This practical and interactive session will demonstrate best practice in digital storytelling and help you to better use all the amazing tools available to you.</div> <div>Speaker: Karen Ackerman</div>	<div>10.45 – 11.45:</div> <div>Individual giving – Case studies for developing regular giving</div> <div>In the context of the Donor Journey, this session will examine some of the 'real life' challenges of developing sustainable relationships with individual givers. Analysing recent examples from the charity sector, you'll learn from others what has worked well and why.</div> <div>Session Leader: Nick Day</div>	<div>10.45 – 11.45:</div> <div>Packaging and pricing your corporate project effectively</div> <div>Packaging and pricing a project effectively is crucial to ensure that as an organisation your proposal stands out from the crowd, and you have covered all your costs when pricing. This session looks at techniques to think about when packaging and pricing your project and places particular emphasis on sponsorship.</div> <div>Session Leader: Layla Moosavi</div>	
<div>12.00-13.00 FREE Plenary</div> <div></div> <div>Stephen Pidgeon</div> <div>Great fundraising creative – myth or possibility?</div> <div>A picture-filled and encouraging guide to making your fundraising asks for ordinary gifts SO much more attractive.</div> <div>Platform speaker, teacher and consultant, throughout the world, Stephen also works on creative and strategy with charities in half a dozen countries. He has a special interest in the way charities treat their supporters. He is a visiting Professor for Plymouth University's Centre for Sustainable Philanthropy and a Trustee of development agency VSO. Stephen writes monthly in Third Sector magazine and last year, was given the Institute of Fundraising's Lifetime Contribution Award. His first book How to love your donors...to death was published in 2015.</div>				
<div>13.00-13.45 Lunch & Networking</div>				
<div>13.45 – 14.45</div> <div>Getting going with fundraising from trusts – For those new to fundraising</div> <div>Don't know where to start? Do you struggle with this? Are you just writing what your predecessor did? Full of hints, tips and guidance this session will help find out more about the trust before you apply and help you understand what to include in your proposals.</div> <div>Session Leader: Gill Jolly</div>	<div>13.45 – 16.00 Masterclass</div> <div>Beyond the A-Z of proposal writing</div> <div></div> <div>Writing a stand-out proposal is an art form in itself. This session will explore how to write an emotive, memorable proposal that will pack a punch and give your bids a competitive edge. Simple and effective tips including how to tell your charity's story within the dreaded word count, designing a compelling yet deliverable project and how to convey urgency will all be covered. Take your bid writing to the next level, get rid of that writer's block and secure larger sums.</div> <div>Session Leader: Katie Rabone</div>	<div>13.45 – 14.45</div> <div>Patrons and celebrities – What difference can they make?</div> <div>Can a celebrity make a difference to your charity? Are they worth the effort and who benefits most? Led by the author of the only book on this subject, this interactive session looks at these and other issues, such as who's in control and providing the right support; creating a win-win situation.</div> <div>Session Leader: Eileen Hammond</div>	<div>13.45 – 14.45</div> <div>Diversifying your income streams</div> <div>The ability to continuously deliver your charitable objects requires financial sustainability. With grant funding getting more competitive, all organisations need to consider other ways of financing their activities. We will explore the choices, approaches and risks associated with having a diversified income strategy.</div> <div>Session Leader: Mike Bartlett</div>	<div>13.45 – 16.00 Masterclass</div> <div>New fundraising regulation: What fundraisers need to know</div> <div></div> <div>This workshop is for fundraisers who are responsible for raising money from individual donors through a variety of methods, including major donor fundraising and legacy fundraising. The session will take a critical look at the recent media coverage of fundraising techniques, together with the proposals for the stricter regulation of fundraising and the fundraising preference service. You will come away knowing what safeguards should be put in place as well as a risk analysis for new appeals.</div> <div>Session Leader: Kathy Roddy</div>
<div>15.00 – 16.00</div> <div>New to corporate fundraising</div> <div>Corporates are a great area of support for charities. Find out how to make it a real partnership by understanding what a corporate is looking for and appreciate fully the various ways they can support you.</div> <div>Session Leader: Gill Jolly</div>	<div>15.00 – 16.00</div> <div>How to feel good about being a fundraiser</div> <div>This session will review the latest research on what energises fundraisers, what drains them, and how they can balance their daily activities in order to feel good about what they do. It will also explain how organisational culture and growth trajectory impact on this feeling. It will give ideas on career development plans and how to increase fundraising income by 10% without additional cost.</div> <div>Session Leader: Jen Shang</div>	<div>15.00 – 16.00</div> <div>Measuring social impact</div> <div>How do you measure your charities social impact? Why is social impact measurement important? This seminar will go through the different kinds of measurement, such as Social Audit, Social Return on Investment, and other methods of measuring value.</div> <div>Session Leader: Pratik Dattani</div>	<div>16.15 – 17.15</div> <div>What the EU Data Protection Regulation is all about</div> <div>How we treat supporters and manage their data has never been a bigger issue; it is fixed firmly on the public agenda. This session will cover the changes to consent, the importance of purpose and other detail provided by the coming EU General Data Protection Regulation</div> <div>Session Leader: Gary Shipsey, Protecture</div>	
<div>16.15 – 17.15</div> <div>Getting started with major donors</div> <div>Charities are increasingly looking to major donors as a route to growing income or filling funding gaps, but where do you start? This session will set you off on the right track, whatever your size of charity, demystifying this highly profitable income area.</div> <div>Session Leader: Mike Bartlett</div>	<div>16.15 – 17.15</div> <div>Thinking about thanking</div> <div>We spend so long as fundraisers getting the asking right but what about the thanking. Having looked at a range of thank-you letters from a good number of different charities this session will give some useful hints and tips for this vital stage in the donor journey.</div> <div>Session Leader: Gill Jolly</div>	<div>16.15 – 17.15</div> <div>Ethical fundraising</div> <div>In this workshop, delegates will think about and explore the various ethical issues and dilemmas that may arise in fundraising – especially in relation to corporate support and individual fundraising. It will cover the regulations about the acceptance and refusal of donations, messaging, and contentious imagery etc. and will conclude with guidance on how to create an ethical fundraising policy.</div> <div>Session Leader: Kathy Roddy</div>	<div>16.15 – 17.15</div> <div>De Bono's six thinking hats – New ideas for fundraisers</div> <div>Looking for new fundraising ideas or inspiration? Do you come out of meetings feeling frustrated that nothing has been agreed? De Bono's Six Thinking Hats enables you and your team to come up with new initiatives and will give you the tools to hold effective, focussed meetings.</div> <div>Session Leader: Jo O'Sullivan</div>	
<div>17.15 – 18.00 Wine and Networking</div>				

What you said about our last Fundraising Fair...

Brilliant - makes you think about how you communicate. Could have listened to him for hours.

Chloe Gott, The Forgiveness Project

I found it very interesting and also enjoyed the chance to meet other fundraisers from a wide range of charities.

Rosie Oldham, London Wildlife Trust

Particularly relevant to what my organisation needs and they were well delivered, interesting, useful and practical.

Sally Cornacchia, Progressio

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