

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

Get inspired and motivated. Top up your skills, get new ideas and network with other fundraising professionals.

In its sixth year, Fundraising Fair has skills training for fundraisers at all levels. Whether you are just starting out or are an experienced fundraising director, there is a choice here for you.

Our trainers have all been fundraising professionals, so we understand your needs.

You'll get the tools and techniques to help you raise more funds, to better serve those you help.

2 DAYS

34

Sessions to choose from



Day Two

Friday 20 November 2015

Day One

Thursday 19 November 2015

# Fundraising Fundamentals

09.30-10.30

## Selling from the Heart

How do you react to the word "selling"? Does it fill you with dread? This needn't be the case - things have moved on! This session will demonstrate how selling can be an enjoyable, creative, fulfilling process in whatever context it is applied.

*Session Leader: Chris Markiewicz*

10.45-11.45

## Creativity, Innovation and Social Innovation for Fundraisers

In an increasingly fast and agile world how can you stay ahead of the competition? Is there an approach that will allow you to develop your organisation or idea into a sustainable enterprise and appear to be more relevant and innovative to potential funders? In this introductory session you will explore the challenges, opportunities and possible approaches open to you including how to stimulate and support an innovation mindset in your organisation, and share some practical steps to embedding innovation in your enterprise.

*Session Leader: Robert Foster*

13.45-16.00 MASTERCLASS

## Fundraising Strategy

A fundraising strategy connects key activities within your organisation/charity by linking the objects of the charity to the means of generating income. This session concentrates on how to develop a sustainable and target driven fundraising strategy, introducing the key components of a good fundraising strategy and how you can apply this within your own work. We will provide workable templates that can be adapted for the needs of your organisation.

*Session Leader: Estelle Neuman*

16.15-17.15

## Networking to build relationships

'It's not what you know but who you know.' Even the most outgoing of fundraisers can find the prospect of 'working the room' daunting. This session will explore the communication skills and approaches that will help you to plan, maximise and follow up your networking opportunities to engage with the contacts you need to support your cause. It will help you to feel more confident and motivated to network with panache and enthusiasm.

*Session Leader: Cathy Shimmin*

09.30-10.30

## Finance for Fundraising

As with any function fundraising needs to be planned for and its performance measured to ensure effectiveness. Aimed at those new to management, fundraising or finance this workshop will cover key concepts and measures.

*Session Leader: Uday Thakkar*

10.45-13.00 MASTERCLASS

## Best Practice Fundraising - Stay on the right side of the new legislation

Many fundraising activities are covered by laws and / or regulations. This workshop will highlight the key areas and provide guidance on staying within the law when fundraising using a variety of methods. You'll also explore best practice in fundraising.

*Session Leader to be confirmed*

13.45-14.45

## Direct Mail - Fundraising Do's and Don'ts

Direct mail can be one of the highest risk communication channels for fundraisers. With so many elements to co-ordinate, this session will provide top tips on budgeting, timing, designing and letter writing. Ideal for those with some DM experience.

*Session Leader: Nick Day*

15.45-16.45

## Key Traits of Successful Fundraisers

Sometimes good fundraising is about sound technique. Sometimes it's about personal characteristics. And sometimes it's about the right mindset. Based very much on the needs of the funder (i.e. how they need you to act in order to say 'yes'), this session will examine a number of key traits, behaviours and learnable skills that will help you plan more effectively, build better relationships and ask for money more successfully.

*Session Leader: Mark Butcher*

# Skills for Fundraisers

09.30-11.45 MASTERCLASS

## Proposal Writing Skills

It is a fact that the majority of applications to grant funders fail and, as competition for funds continues to increase, this means that our proposals need to become much better if we are to secure the income we need for our charitable work. This session will help you to present your charity's work in its most compelling and persuasive light and give you the tools to make the strongest case, using evidence of need and outcomes and using case studies and stories that will bring your application to life and draw the reader in.

*Session Leader: Kathy Roddy*

13.45-14.45

## Research Skills for Fundraisers

This workshop will cover some of the key resources for researching funders (statutory, trusts, corporates and individuals). It will enable you to strengthen your case for support by evidencing both needs and outcomes by reference to authoritative statistical and academic sources.

*Session Leader: Kathy Roddy*

15.00-16.00

## How to Make the Ask

"If you don't ask, you don't get" - a fundamental principle in fundraising, yet many fundraisers are anxious about asking for money. This practical session addresses some of the fears and obstacles that can arise and explores a range of ways in which we can build up to the ask in a way that suits ourselves and, more importantly, our donors.

*Session Leader: Kathy Roddy*

16.15-17.15

## Presenting Skills for Fundraisers

To influence our audience and create impact we need to ensure we pull out all the stops and deliver presentations that pack a punch. Join us to discover techniques for planning and delivering a presentation that gets you and your charity noticed.

*Session Leader: Kathy Roddy*

**Workshops sell out quickly, so go online to secure you space:**

**fundra**

09.30-10.30

## Stepping into Your Supporter Shoes

As fundraisers, it is very important that we look at things from the donor's perspective so that we can better understand how to tap into their motivations and give them their "motivational pay check". This session will look at what makes donors tick and how we can influence their behaviour so that they will actively choose to continue their support for your charity.

*Session Leader: Kathy Roddy*

10.45-11.45

## Asking properly and revitalising the donor experience.

How to put donors, not targets, at the centre of your fundraising and so have happier donors, be happier yourself and raise more money. For all fundraisers who believe that being a donor to and working for a great cause are both simply brilliant.

*Session Leader: Ken Burnett*

12.00-13.00

## How to tell stories that will change the world.

How fundraisers should approach the gentle art of storytelling. What skills matter most and what kinds of story should you be collecting and telling? And how should you tell your stories, so you really can change the world?

*Session Leader: Ken Burnett*

13.45-14.45

## How to ask for money confidently

This session is designed for anyone who has to ask for money and support 'face-to-face'. The session 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 'asking confidence' using self talk, visualisation and 'power posing'.

*Session Leader: Mark Butcher*

15.45-16.45

## Working with High Level Volunteers

Why do you want them? Who would be right for you? How do you get them on board? Are they worth the effort? Led by the author of the only book on this subject, this session looks at these issues and how to provide the right support to create a win-win situation. Suitable for any charity considering recruiting famous names whether as a Trustee, Patron or Ambassador.

*Session Leader: Eileen Hammond*

# Fundraising Sources

09.30-10.30

## In Memory Giving

Giving in memory is one of the most underutilised areas of fundraising for many charities. This session will help you understand some of the possible obstacles some fundraisers face internally as well as helping you approach a sensitive area of fundraising.

*Session Leader: Gill Jolly*

10.45-11.45

## Individual Giving

Funding from individuals is the largest source of voluntary income into the sector. Are you reliant on silent forms of funding such as grants from trusts, lottery and statutory contracts? Come along to this session to find out what you can be doing to get support from individuals.

*Session Leader: Gill Jolly*

13.45-14.45

## Legacies and Inheritance tax savings – boring or exciting?

This intriguing session will debate tax incentives for gifts in Wills and what should, and should not, be said to encourage more legacy giving. Perhaps it depends on how you feel about the Chancellor of the Exchequer? Perhaps people don't care because they do not benefit from savings when they are dead? This is NOT a technical session!

*Session Leader: Richard Radcliffe*

15.00-17.15 MASTERCLASS

## Raising Money from Trusts and Foundations

This workshop is for those who are new to, or have minimal experience of, fundraising from grant-making trusts and foundations. It will provide an overview of trust fundraising in the UK, how to find out about and research grant-making bodies and the basics of the application process, including the key 'dos and don'ts' of what to say in your proposals.

*Session Leader: Gill Jolly*

# aisingfair.org.uk

09.30-10.30

## The Essentials of Major Donor Fundraising

This session will help smaller charities understand the key factors they need to consider when starting out or building a major gift programme of activity. With practical examples, tips and case studies, the session aims to share the essential building blocks to grow this area of fundraising as well as some of the barriers that can prevent growth.

*Session Leader: Lucy Sargent*

10.45-13.00

## Corporate Giving - Building Successful Partnerships

Great corporate partnerships don't just happen – you need to know what tools are in the tool box and most importantly how to use them. This session will explain the top 5 tricks of the trade starting with how to selecting the right partners through to developing creative win win ideas (and some account management in between) taking your skills to the next level. The session is aimed at those with some corporate partnership experience but would like to develop their knowledge further.

*Session Leader: Valerie Morton*

13.45-14.45

## Government Funding

This session will look at what has been happening to statutory funding over the past few years, how it has affected the charitable sector and what the future is likely to hold. The session will also explore some of the ethical, legal and financial implications associated with the shift to commissioning and contracts.

*Session Leader: Kathy Roddy*

15.45-16.45

## Ethical Issues in Fundraising

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, contentious imagery etc. and will conclude with guidance on how to create an ethical fundraising policy.

*Session Leader: Kathy Roddy*

# Fundraising Sources

09.30-10.30

## The changing face of philanthropy.

We look at current and on-going research into the very nature of philanthropy to see how the "baby-boomer generation" is giving very differently to their parents, the "silent generation". There are important lessons for any fundraiser wanting to understand giving and some words about how to communicate more effectively.

*Session Leader: Peter Maple*

10.45-11.45

## A Fresh Approach to Community Fundraising

Community fundraising is changing and it's important that we are aware of the changes and able to mobilise our communities not just to work harder but to work smarter. Find out how to get the best from your community fundraising efforts.

*Session Leader: Estelle Neuman*

13.45-14.45

## 10 Key Principles of Fundraising – Lessons learned from 'gaffs'

Looking at ten common mistakes fundraisers make and how, if approached differently, we can turn them to our advantage becoming better fundraisers. For example we know, not asking is a cardinal sin. Yet asking too early is worse! We look at ways to gain confidence so when the ask is made, the timing is right.

*Session Leader: Peter Maple*

15.00-16.00

## Events Fundraising

A whistle-stop overview of how to plan and deliver effective fundraising events looking at; outcomes, objectives, ROI and promotion. This workshop is for people new to fundraising events or those who would like to improve their performance in an events fundraising role.

*Session Leader: Al Bell*

16.15-17.15

## Procurement and Tendering

Charities continue to face up to significant changes in funded and earned income. It has never been more important to understand what procurement is and how to successfully produce a tender clearly offering customers what they want.

*Session Leader: Estelle Neuman*

# Digital and Social Media

09.30-11.45 MASTERCLASS

## Digital Fundraising

With so many new channels through which to interact with supporters, this session focuses on the key things that every charity needs to know about the most popular digital media. Providing lots of practical hints and tips on driving website visitors and keeping them engaged, improving search engine rankings, harnessing social media and increasing email response rates, this session is ideal for those responsible for delivering results from digital channels.

*Session Leader: Nick Day*

12.00-13.00

## Crowd Fundraising

Many people believe that Crowdfunding the answer to their funding prayers. For those new to this tool, we will explore how and when crowd funding should be used and how to make it effective and avoid the pitfalls.

*Session Leader: Uday Thakkar*

13.45-14.45

## The truth about digital & social media fundraising.

With street and telephone fundraising ever less acceptable to the public, making the most of social media and 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 why, and what you can do to boost your digital fundraising income in this unmissable session with an award winning, digital fundraising expert.

*Session Leader: Reason Digital*

15.45-16.45

## 'If I could turn back time' – Time and stress management tips for busy fundraisers

Busy fundraisers can often feel like time is running away! This practical session will provide tips, tools and different ways of thinking to help you feel less stressed and more in control of the time that is available to us all.

*Session Leader: Mike Phillips*

**Make the most of the two days, one day or just the workshops you need**

1hr workshop - £35

Masterclass - £70

One Day Rate - £160

Two Day rate - £300

\*Early bird discount of 10% when booking before Monday 19 October.



## **Free Plenary Day One**

**“Who will be giving if we stop asking?”**

**Mark Astarita OBE & Director of Fundraising, British Red Cross**

**12.00 - 13.00**



## **Free Plenary Day Two**

**Tom Traynor, Head of Research, Directory of Social Change**

**Tom will introduce DSC's new Sector Insight: UK Grant-making Trusts and Foundations – Insight for Fundraisers**

**15.00 - 15.30**

Day rates can consist of either:

- a) Five workshops or
- b) Two masterclasses and a workshop or
- c) One masterclass and three workshops

Book now:

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

# Last year's delegates said...

**“ Very interesting speakers, all of whom were willing to take lots of questions and engage with the audience. Very well structured day with helpful staff. ”**

Chloe Gott, Fundraiser,  
The Forgiveness Project

**“ Two words, awesome and inspiring. I'll be totally reworking our approach to legacy giving! ”**

Neil Hayter,  
National Fundraising Officer,  
Mountain Rescue England and Wales

**“ Well delivered, interesting, useful and practical. ”**

Sally Cornacchia,  
Fundraiser

## About us...

DSC has forty years' experience in the sector as an independent charity with a vision of the voluntary sector at the heart of social change.

What we do:

- DSC Funding Websites
- Research and publications
- In-house and regular scheduled training courses
- Conferences and seminars, including Charityfair, the biggest annual training forum for the sector.

For more information on any of our products and services speak to a member of our team on:

**08450 77 77 07** or visit us online: **[www.dsc.org.uk](http://www.dsc.org.uk)**



**#DSC\_Charity**

*For top tips, special offers, updates*

**helping you to help others**



**Two days of practical  
fundraising training  
and information for  
fundraisers at all levels**

# Fundraising Fair

Thursday 19 & Friday 20  
November 2015

Resource for London,  
356 Holloway Road  
London N7 6PA

**dsc**

directory of social change