

DSC & IoF North West Conference

Wednesday 8 March 2017

Partnership for Learning, South Road
Speke, Liverpool L24 9PZ



You said ...
more regional events
We say ...
see you in Liverpool

Everyone you work with has an impact on your organisation and your beneficiaries. DSC and IoF North West are Working Together to bring you 15 practical and inspiring workshops to help you to Work Together with others.

Workshops include:

- Attracting major donors: From pipeline to principle gifts
 - Making colleagues friends of fundraising
 - Tackling Trustees
 - Making social media work for you
- ...and much more

dsc
directory of social change

Institute of
Fundraising
NORTH WEST

IoF NW
Members £95*
Other charities
£125*
* includes lunch



Marketing and promotion

9.45-10.45

Digital Email campaigns – what does success look like?

Whether you are using mail for donor acquisition or retention and development, this session will provide practical hints and tips to help you deliver a better return on investment. If you are being challenged by decreasing returns from this vital communication tool, then your plan to reverse this trend can start here!

Session Leader: Reason Digital

11.00-12.00

Making social media work for You

It can be hard to turn those social media Likes and Retweets into Pounds and Pence, especially with so many websites and tools to choose from. Find out the truth about how social media can help you raise funds at this session. Expect straight-forward, practical advice backed up by real campaign examples.

Session Leader: Reason Digital

12.15-13.15

Big marketing ideas for small organisations

*What do your potential clients / service users care about? *What services are they looking for? *What do they need to know about what you do? Answering these questions by using your organisation's values and purpose, will gain attention instead of simply assuming you'll get it, and help your team to do their jobs.

Session Leader: Estelle Neuman, DSC Associate Trainer

Fundraising

9.45-10.45

Attracting Major Donors: from pipeline to principal gifts

The number of major donors is growing across the UK, but they rarely appear unannounced. This session will explore how to identify, cultivate and solicit major donors, providing a step-change in your fundraising.

Session Leader: Andy Wood, Graham Pelton

11.00-12.00

Make colleagues friends of fundraising

Sometimes feel like you are out there all alone in the wilderness trying to get the money to keep the organisation going? Getting colleagues on board means that the whole organisation is geared towards thinking about funds and funding. Come in from the wilderness and join this session to find out how.

Session Leader: Estelle Neuman, DSC Associate Trainer

12.15-13.15

Love your donors to death

If you treat your donors properly, love them to death, they are much more likely to leave you a legacy. And their lifetime value shoots through the roof. This workshop will show you simple things you can do to improve, radically, how they view you.

Session Leader: Stephen Pidgeon

Managing myself and others

9.45-10.45

The pleasure and the pain of working with people

We all have them – the difficult relationships. And of course it's not us, it's them. Isn't it? Well, there are always two sides. Find out what you can do from your side to build effective, productive, collaborative relationships and gain professional influence and credibility.

Session Leader: Cathy Shimmin, Senior Training Manager DSC

11.00-12.00

Tackling Trustees

You have to attend the Board meeting – make a presentation, get buy in, give difficult news, make requests. How do you get the most of out your Board, develop mutually supportive relationships and get heard? Join us here to explore the ways in which you can do this.

Session Leader: Cathy Shimmin, Senior Training Manager DSC

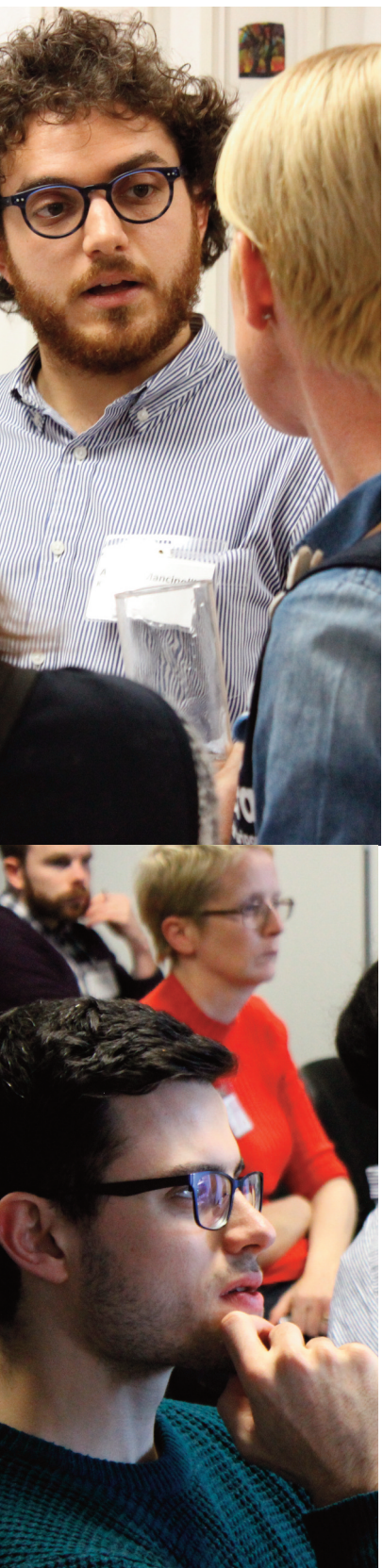
12.15-13.15

Learn to love change

Sound impossible? Those who learn how to thrive in change and take action where possible are usually the ones who come through it with energy and resilience – and make it happen. This session looks at how to thrive in change – possible!!

Session Leader: Caryn Skinner

13.15-14.00 LUNCH and free Funding Website demo's from the DSC Research Team



14.00-14.45 PLENARY

What does it mean to be professional in our sector in 2017?

Thoughts from our panel on this question and an opportunity to ask your own questions and share thoughts with others



Sarah Jones,
Chief Executive,
Mencap
Liverpool



Peter Lewis,
Chief Executive,
Institute of
Fundraising



Debra Allcock Tyler,
Chief Executive,
Directory of Social
Change

14.45-15.45

Fundraising regulations

Now that the new Fundraising Regulations are in place, what does it mean for fundraisers, charities and the sector? Join this session to get the low down.

Session Leader: Fundraising Regulators Office

14.45-15.45

Diversifying your income stream

Money doesn't grow on trees but where does it come from? Well it doesn't just have to be Trust Funds. Join this session to consider the range of sources and streams where money can grow.

*Session Leader: Estelle Neuman,
DSC Associate Trainer*

14.45-15.45

A conversation with Debra Allcock Tyler about women and leadership

Debra will share her considerable experience of leadership and discuss issues such as: sexism, glass ceilings, male vs female paradigms of success, what you wear, gender differences and any other topic delegates want to raise.

*Session Leader: Debra Allcock Tyler,
Chief Executive, Directory of Social Change*

15.45-16.00 COFFEE

16.00-17.00

Writing for impact – get it read not binned!

Whether you are writing for the web, promotional materials or influencing correspondence, it is imperative that you get your message across clearly, engagingly and persuasively. Get some great tips here on how to do just that.

*Session Leader: Gillian Barker,
DSC Associate Trainer*

16.00-17.00

10 fundraising gaffs and how to avoid them

Why make the same mistakes as those who have gone before you? This workshop looks at some of the common pitfalls and how to avoid them. Make sure that common sense becomes common practice in your fundraising.

*Session Leader: Estelle Neuman,
DSC Associate Trainer*

16.00-17.00

Presentations with punch

Few jobs now are without the "opportunity" to present to others. If you find yourself quaking in your boots and shaking in your suit, come and find out some quick and easy ways to deliver a presentation with impact, punch and confidence.

*Session Leader: Cathy Shimmin,
Senior Training Manager DSC*

Book now to

secure your place:

[WWW.DSC.ORG.UK/DSCIOF](http://www.dsc.org.uk/dsciof)