

FUNDRAISING FROM GOOD TO GREAT

GREAT FUNDRAISING MASTERCLASS • MAI 2019

May 13th – 14th, 2019

GREAT FUNDRAISING MASTERCLASS

with Alan Clayton

Great Fundraising is defined as large-scale income growth increasing your income and impact by two, three or four times on middle term with donors who stay with the organisation for a very long time because they believe in the dream.

This masterclass is an outstanding opportunity to learn the cultures, behaviours and leadership required for your organization to achieve great fundraising and grow your organisation and income significantly.

You will learn:

- The outcomes of the Great Fundraising research and report. Interpretations of the research and its application to real case studies.
- How others have managed to achieve Great Fundraising.
- How to understand donors' needs.
- How Great Fundraising can drive your organisation's mission, and vice versa.
- How to unite organisations behind and help them become proud of their fundraising.
- How to generate investment in fundraising, and what this investment can achieve.
- How your leadership and inspiration drives fundraising performance.
- To support a continuous learning culture as the secret to innovation and growth.
- To find the single proposition that unites and drives your organisation.
- How to make decisions on the brand, proposition and messaging that drives Great Fundraising.
- How to have a whole-organisation-fundraising culture.
- How to get all departments to support fundraising.
- How to focus your fundraising and stand out in a crowded market.

The Great Fundraising Masterclass is created from the following sources:

The Great Fundraising Research and Report from Professors Sargeant and Shang.

Observation of over 350 case studies of Great Fundraising organisations worldwide.

Consultants' experience of over twenty-five years in fundraising.

Learning style

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies, with particular reference to the Great Fundraising Report which you can download from www.alanclayton.co.uk.

Attending this in-depth, exclusive masterclass will leave you with a list of 'must-do' actions to be implemented immediately on your return. The learning style is layered-design learning. This mixes lectures, case studies with groupwork and hands on 'learn by doing' exercises. It is just as apt for a person to attend on their own as part of a group.

Agenda - May 13th

09:30 – 10:00	Registration and Coffee
10:00 – 11:30	The Great Fundraising Organisations
11:30 – 12:00	Coffee
12:00 – 13:30	A Fundraising Culture
13:30 – 14:30	Lunch
14:30 – 16:00	Donor Centred Thinking
16:00	Close

Agenda - May 14th

09:30 – 10:00	Coffee
10:00 – 11:30	Fundraising Communications that Work
11:30 – 12:00	Coffee
12:00 – 13:30	How to Create Fundraising Communications
13:30 – 14:30	Lunch
14:30 – 16:00	Leading Great Fundraising, Getting Going with Great Fundraising
16:00	Close

Who should attend?

You may be a fundraiser but you are definitely a leader. This seminar is for chief executives, executive team members, trustees, directors and heads of fundraising. Ambitious fundraiser who want to be future leaders are very welcome too.

Alan Clayton specialises in 'Great Fundraising', defined as large scale, sustainable growth driven by donors who are true believers. 'Great Fundraising' has been researched both academically and with over 350 global case studies. Alan is Chairman of Alan Clayton Associates, based in Scotland. He spends time working with clients throughout the UK, Denmark and Australia, and works with organisations across Europe, Canada and the USA. He also delivers Great Fundraising Masterclasses worldwide, including Serbia, Austria, Slovakia, South Africa and New Zealand.

He is Managing Partner at the Inch Hotel and Inspiration Centre, Loch Ness, Scotland and also the Creative Director of Robejohn in Melbourne, Australia. Alan had previously held major fundraising and leadership posts at national UK charities and served as Chief Executive Officer of three fundraising agencies. One of the leading consultants, coaches, creative directors and inspirational speakers, Alan has worked with over 350 non-profit clients around the world.

His specialisms are creativity, emotional behaviour, board and executive team development, creative strategy, donor insight and motivation and he has published much original research and theory. Alan is a keen mountaineer, powerboat skipper and golfer and has a reputation for insight, inspiration and for saying things others don't dare to.

Join the Great Fundraising Masterclass

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