

# REVOLUTIONISE

£1,950 + VAT

## GREAT FUNDRAISING MASTERCLASS

Your opportunity to learn the culture, behaviours and leadership required for your organisation to grow your fundraising income significantly.

**4 – 6 NOVEMBER**

*"The fundraising masterclass is exceptional – a practical blend of proven theory and creative work in an emotional space, that gives you everything you need to super charge your fundraising."*

Nick Carroll, Director of Fundraising, Together for Short Lives

**WWW.REVOLUTIONISE.COM**



# ABOUT:

The Great Fundraising Masterclass is an intensive, in-depth seminar that offers action-orientated training that will create ideas, unite teams and unlock solutions to the challenges that stop you achieving mission-driven income growth.

Based on academic research and taking inspiration from global case studies the Revolutionise team will help you design your unique roadmap to Great Fundraising success.

## **In just three days, you will gain:**

- Clarity and the belief needed to apply the principles of Great Fundraising to your own organisation.
- Focus and energy from viewing your organisation from a fresh perspective.
- The tools and confidence to radically change the internal culture of your whole organisation behind fundraising growth.
- Strategies for increased fundraising investment.
- Insight to create communications that emotionally unite your organisation, donors and service users.
- A broad understanding of the leadership style required to create and sustain momentum needed to accelerate your fundraising.

## **By attending the Great Fundraising Masterclass you will gain the confidence and clarity to:**

- Deal with the conflicts that hold back your fundraising by using our framework of analysis and applying your newly learned strategies.
- Improve your organisation's ability to learn and apply its learnings to create growth.
- Create your own strategy for increased investment in fundraising.
- Evaluate your organisation's proposition based on your expanded knowledge of Great Fundraising.

Ultimately, you will be given the means to align your organisation, donors and service users behind your fundraising to achieve transformational growth in your income that can be applied to your mission.

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# STRUCTURE & APPROACH

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies from around the world.

Based on the findings of the Great Fundraising Report – by the leading fundraising Professors, Adrian Sargeant and Jen Shang – we will show you how the learnings can be used regardless of your size, structure or mission. Great Fundraising can work for any non-profit.

Our focus is for you to gain clarity and belief that you can achieve significant income growth. During our time together you will take inspiration from some of the 400 organisations that have been trained in Great Fundraising and you will benefit from our action learning into the behaviours that drive growth.

You can download the research at [www.revolutionise.com/research](http://www.revolutionise.com/research)

## Who is the Great Fundraising Masterclass for?

The programme has been designed for fundraising leaders and executives who would like to strategically grow their fundraising income for the long-term. It is particularly beneficial for non-profits who would like to overhaul how fundraising is viewed in their organisation in terms of culture and investment.

# PROGRAMME SUMMARY

**Start: Monday 4th Nov at 09:00**

**Finish: Wednesday 6th Nov at 13:00**

## Sunday

- Arrivals from 15:00.

## Monday

- The Great Fundraising research.
- A New Ambition.
- Stories and emotions.
- Creating Great Fundraising communications.
- The building blocks of Great Fundraising.

## Tuesday

- Donor identity and needs.
- Leading a Great Fundraising organisation.
- Building a fundraising culture.
- Finance and Great Fundraising.
- Branding, communications and Great Fundraising.

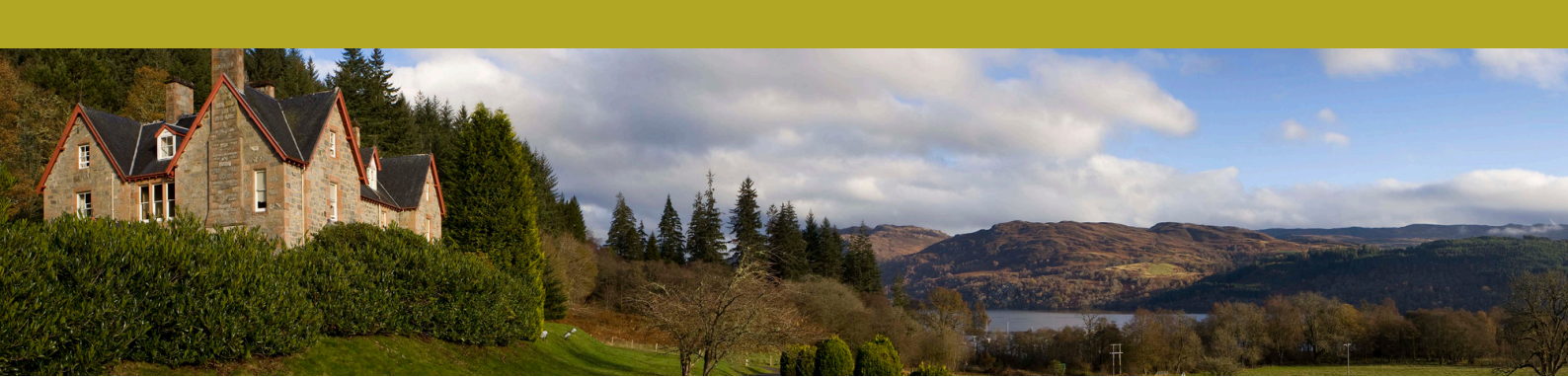
## Wednesday

- Emotional storytelling.
- Creating focus, energy and action.
- No compromise.

**To get the maximum benefit we recommend that several members of your team attend the Great Fundraising Masterclass to apply the learnings to your organisation.**

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## VENUE

The Loch Ness Centre, The Inch, overlooks Scotland's most famous loch. It is a place of inspiration, perspective, and energy. And it is the perfect retreat away from the hustle and bustle of daily life to enable you to focus on growing your fundraising income.

**Find out more at: [www.inchhotel.com](http://www.inchhotel.com)**

## PRICE

**The cost of this three-day seminar is £1,950 +VAT**

- All accommodation, meals and transfers to the Inch Hotel are included in this price.
- You will need to cover the cost of travel to Inverness and any bar bills.

## BOOK

**Online:** [www.revolutionise.com](http://www.revolutionise.com)

For questions and queries,

**please contact:**

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**or call:** +44 (0)7989 978 038

## TESTIMONIALS

*"In just a few days, I understood both how and why we have to rethink our organisation's raison d'être – and how this will benefit us immensely."*

**Thomas Færgeman, CEO  
Fugleværnsfonden, Denmark**

*"If you want to improve your fundraising skills, this is the place to start. The combination of academic research and case studies from years of practical fundraising was excellent. The participants were challenged throughout the course with exercises where we had to apply what we learnt. This I found particularly useful. I can highly recommend the course to anyone who will improve their fundraising skills, whether you are a fundraiser, director or CEO."*

**Ina Toften, Fundraising and Communications  
Director WWF Norway**

### **Past attendees include:**

- Children's Hospices Across Scotland, UK
- Cliniclowns, the Netherlands
- Icelandic Cancer Society
- Jantje Beton, the Netherlands
- Macular Society, UK
- Make a Wish International
- Royal Flying Doctor Service Victoria, Australia
- SSAFA, UK
- Stefanus Alliance International, Norway
- Trócaire, Ireland
- WWF Norway

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# SPEAKERS AND TRAINERS



## **Howard Lake, Associate Consultant**

Howard has almost a decade of fundraising experience but is best known as the founder and Managing Director of online publication and community UK Fundraising. In this role he has provided training, seminars and consulting in digital fundraising. He has also developed a programme of training for fundraisers featuring guest trainers on a range of topics.



## **Kerry Vandersypen, Client Services Director**

Kerry has led on the delivery of our Great Fundraising programme for 15 years both as a client and consultant at Revolutionise. For the past seven years she has helped non-profits around the world increase their long-term ambition and position themselves for growth to deliver their mission.



## **Nyasha Njela, Africa Director**

Nyasha Njela has honed her expertise in the realm of non-profit leadership over the last decade particularly as the fundraising lead at the Feenix Trust in South Africa. Nyasha is deeply involved in capacity-building within the philanthropic sector, leveraging her experience to conduct workshops and seminars aimed at enhancing the skills of fundraising professionals.



## **Colin Skehan, Europe Director**

Colin has developed a true breadth of experience across fundraising channels at charities large and small including Ireland's best-known INGO, Trócaire. He has a passion for fundraising theory and practice, holding certification in fundraising management and philanthropic psychology.

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