



Richard Radcliffe

Radcliffe Consulting (GB)

Legacy Giving – Do It Now And Do It Well

Masterclass

Speaker: **Richard Radcliffe** Radcliffe Consulting (GB)
Date: **Wednesday 9 October 2019** – 14:30-18:00
Venue: Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**
14:30-16:00 >> **Part 1**
16:00-16:30 >> **Coffee Break**
16:30-18:00 >> **Part 2**

The masterclass is suitable for all sizes and types of non-profits. Over the last five years we have been researching attitudes to life in older age, attitudes to wills across Europe and for 30 years, I have been researching legacy giving.

There are some key issues for discussion, which result in an incredibly simple campaign, which breaks through all the cultural barriers.

The masterclass will give you a simple structure to draft a great and very practical action plan so you know what to do, how to do it and where to do it.

Learning outcomes:

- How to draft a simple action plan.
- How to develop strong but sensitive legacy communications.

Who should attend:

- Any fundraiser in any NGO responsible for individual giving.



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Richard has 40 years' experience in fundraising, the last 30 specialising in legacies including being Executive Chairman of Smee & Ford (a company which reads every Testament, after death, and informs charities of their legacies – they have read 1000 Testaments in the UK every DAY for over 150 years). He has held focus groups for over 400 charities and has met, in total, around 28,000 supporters to ask their views on fundraising communications, Will making and legacy giving. He advises charities around the world on legacy strategies. He has been Chair of the International Fundraising Congress and the Institute of Fundraising (UK) Convention. And he has researched extensively on donor happiness! In 2018, he was given the "Lifetime Contribution to Fundraising Award" by the Institute of Fundraising. Richard founded Radcliffe Consulting 10 years ago.



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