

# Katalin Kovácsné Béres

SOS Children's Villages International (HU)



## Start Your Corporate Fundraising Now!

### Masterclass

**Speaker:** **Katalin Kovácsné Béres** SOS Children's Villages Int. (HU)

**Date:** **Wednesday 9 October 2019** – 14:30-18:00

**Venue:** Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

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**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**

**Practical onboarding program into sustainable fundraising from corporate partners.**

The masterclass session aims to give practical onboarding into corporate fundraising (CFR): from key starting questions and decisions, through to strategy and PME development, and concrete working methodologies and field experience.

#### **Learning outcomes:**

Practical guidance on starting and systematically developing corporate fundraising at a non-profit organization (NPO):

- Most important starting questions / decisions for corporate fundraising.
- Market and NPO pre-requisites for starting corporate fundraising.
- Strategy, planning and monitoring structure.
- The CFR "Working Cycle".
- The CFR "Know-How Framework" (CSR context, positioning, needs, formats, pitching/co-creation meetings, agreement, stewarding/loyalty cycle, etc.).
- Corporate foundations: project development.

# Katalin Kovácsné Béres

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**Katalin** graduated as an economist and also holds a diploma in communication for electronic media. She has 15 years of retail sales and marketing experience at multinational companies (Shell, Unilever, Sara Lee) and 8 years of fundraising experience at an INGO. She is an expert in developing and stewarding partnerships, marketing / cause-related co-operation, customer programmes, loyalty schemes and regional projects. Katalin is a natural leader, a certified business and life coach, and is experienced in leading and / or advising virtual, international teams and expert networks.

Katalin has been working for SOS Children's Villages International since 2011 – helping drive the local corporate fundraising and partnership income of 23 Member Associations in the CEE / CIS region by advising, supporting and developing capacities in the fields of corporate fundraising and partnerships as well as recruiting and key-accounting regional partnerships, e.g. J&J and Janssen. She has vast speaking experience, having organized, hosted and spoken at 6 regional corporate fundraising conferences. She has also spoken at a number of other SOS Children's Villages International global conferences, corporate partners' events and at the Austrian Fundraising Congress. Her motto is "Whether you think you can or whether you think you can't, you're right." (Henry Ford)



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