



Michael Johnston

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CEE FUNDRAISING
CONFERENCE

HOW TO JOURNEY MAP YOUR WAY TO A DEEPER DONOR RELATIONSHIP, STRONGER ORGANIZATION AND A SUPPORTER-CENTRIC ORGANIZATION

Masterclass

Speaker: Michael Johnston hjc (CA)
Date: Wednesday, 11 October 2023 – 13:00-18:30
Venue: AC Hotel by Marriott, Vysoká 2A, Bratislava, Slovakia

12:00-13:00 >> Delegate Registration for the Masterclass Program
13:00-14:30 >> Part 1
14:30-15:00 >> Coffee Break
15:00-16:30 >> Part 2
16:30-17:00 >> Coffee Break
17:00-18:30 >> Part 3

This hands-on session is a masterclass on how forward-thinking social impact organisations are using journey mapping to create a more seamless, cross-functional, technology-driven, omni-channel, and improved donor/advocate/supporter journey.

'Journey' has become the buzzword du jour, but what does it really mean? Haven't we always tried to put donors at the centre of our healthcare fundraising, engagements, and communications?



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Here's a special session where we will work in teams, using post-it notes and walls, to learn how to help your social impact organisation master this key Customer Experience (CX) approach from the commercial world.

We will map donors (and family members) who are Gen Y, Gen X, Boomers, and Matures. Our work will be deeply informed by multi-country, multi-year fundraising case studies from Greenpeace, MSF, and many other organisations. Michael will show what has happened to organisations that have used this powerful technique. Greenpeace has been mapping for over six years, and it has had a profound effect on their organisation.

The concept of the Donor/Constituent Journey is to help your organisation communicate with a pool of supporters using as close to an individual approach as resources allow.

Journey Mapping doesn't just have a profound impact on your social impact fundraising efforts through structured empathy and improved engagement, but the process itself brings disparate teams closer together to build a cross-functional, donor-centric experience.

Learning objectives:

You will be able to take back your very own Multi-Step CX Journey Mapping Kit and immediately apply it to your social impact organisation, improving your internal cooperation, communications, technology, engagement, and donor-centricity.

You will also be given six one-of-a-kind case study background documents for download.

Who should attend:

- Any volunteer, staff person or senior leader in a social impact organisation.
- Journey Mapping can be used for any situation e.g. internal staff experience, advocate experience, volunteer experience, donor experience, etc.

Suggested level of audience:

- The masterclass is for everyone – from beginner level to advanced.

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Michael has been a fundraiser for over 30 years and has worked with hundreds of social impact and charitable organizations in Canada, the US, Europe, Latin America, and Asia Pacific. He's an expert in fundraising innovation and integrated fundraising – especially in the use of digital technologies and their effective integration with traditional and new fundraising methods. He had a hand in creating some of the first digital fundraising tools and campaigns in the late 1990s.

Michael is the author of *The Fund Raiser's Guide to the Internet* and *The Nonprofit Guide to the Internet* and the editor of *Internet Strategies: Best Practices for Marketing* and *Direct Response Fund Raising: Mastering New Trends for Results*. He was a founding board member of the Washington-based e-Philanthropy Foundation, and the foundation chair for the first global charity online lottery, globelot.com. He has helped to found and chair the industry-leading Integrated Marketing Advisory Board, a collection of leading fundraising agencies and other related industry associations.

Michael is a current board member of the The Resource Alliance and was the first chair for the Resource Alliance's Fund Raising Online web conference.

**Please evaluate
this masterclass at**

bit.ly/2023michaelj

Thank you!



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