



CEE FUNDRAISING
CONFERENCE

16 – 18 Oct 2024
Bratislava | SK



FUNDRAISING REINVENTED

ceefundraising.org

#CEEFC

Wednesday, 16 October 2024

Masterclasses

- 12:00–13:00 **Registration
(FULL Programme)**
- 13:00–14:30 **Masterclass Session 1**
- 14:30–15:00 **Coffee Break**
- 15:00–16:30 **Masterclass Session 2**
- 16:30–17:00 **Coffee Break**
- 17:00–18:30 **Masterclass Session 3**

Thursday, 17 October 2024

CEE Conference

- 8:00– 9:00 **Registration
(CLASSIC Programme)**
- 9:00–10:00 **Plenary**
- 10:00–10:30 **Coffee Break**
- 10:30–12:00 **Session 1**
- 12:00–13:00 **Lunch**
- 13:00–14:30 **Session 2**
- 14:30–15:00 **Coffee Break**
- 15:00–16:30 **Session 3**
- 16:30–17:00 **Coffee Break**
- 17:00–18:00 **Session 4**
- 19:30 **Party With Live Music**

Friday, 18 October 2024

- 9:00–10:30 **Session 5**
- 10:30–11:00 **Coffee Break**
- 11:00–12:30 **Session 6**
- 12:30–13:00 **Coffee Break**
- 13:00–13:45 **Plenary**





Tobin Aldrich

AAW Partnership (GB)

Prior to setting up AAW with Imogen in 2016, Tobin spent two decades as a senior fundraising and communications leader including roles as Director of Fundraising/Fundraising & Comms with Centrepunt, WWF, Concern Worldwide, Sightsavers and National Deaf Children's Society. Tobin has an unrivalled track record in developing fundraising programmes with a strong expertise in individual giving. In total, teams led by Tobin have raised over £500m and recruited over one million new regular donors.

Tobin is Director of AAW's global consulting business, leading the teams and acting as Principal Consultant across key international clients including the global Red Cross and Red Crescent Movement (including ICRC, IFRC, Virtual Fundraising Hub and individual National Societies), ActionAid, International Rescue Committee, UNICEF, Save the Children, Concern Worldwide, as well as many of the UK's largest charities.

- **Fundraising In 2030**



Jiří Bárta

Fundraising Consultant (CZ)

Jiří has 25+ years of experience in the philanthropic, NGO and foundation fields in the Czech Republic, Europe and the United States. He was fortunate to be a co-founder of the Via Foundation in Prague in 1997.

His 22 years as CEO of Via Foundation were an intense real-world learning lab, where he gained insight into civil society & NGO development, community development, fundraising & philanthropy as well as leadership in its many shapes and forms.

In 2016, Jiří co-founded Via Clarita, an organization that helps Czech philanthropists find meaning to their wealth and accomplish their philanthropic dreams. Via Clarita provides independent philanthropic advice and inspiration. Jiří serves as the Via Clarita Board Chair.

- **MASTERCLASS:
Fundraising Feasibility Study**



Katarína Bartovičová

Slovak Fundraising Centre (SK)/EDRI (BE)

In 2016, Katarina joined the leading Brussels-based digital rights advocacy group, European Digital Rights (EDRI), as a Senior Fundraising Manager. In addition to working for EDRI, Katarina continues to provide fundraising consultancy to several outstanding Slovak NGOs that hold a special place in her fundraising heart, such as the LGBTQI+ organisation Sapling and the Platform of Families of Children with Disabilities. Katarina also conducts fundraising training sessions in Slovakia and abroad and co-organises fundraising conferences and learning workshops with her colleague and lifelong friend, Eduard Marček. In her spare time, Katarina enjoys making upcycled steampunk jewellery and spoiling her cats.

- **Increase Your Chances Of Success In Fundraising From Grant-Makers In Today's Highly Competitive Environment**



Alfredo Botti

UNHCR, Argentine Committee (AR)

Alfredo is a specialist in Integrated Campaigns, which is the combination of Programmes, Comms and Fundraising combined to maximise mission impact. He has developed and deployed initiatives all over the world through local, regional, and global roles for leading organizations, like Unicef, World Animal Protection, Greenpeace, Amnesty International and UNHCR. He is an acting member of the IFC Advisory Panel.

- **When Brand, Movement, And Income Work Together**
- **S.O.S. Third Sector!**



Aleksandra Bujalska

Otwarte Klatki (PL)

As a Fundraiser and Engagement Coordinator for Anima International in Poland, Ola is passionate about helping campaigners meet their goals while propelling the sustainable growth of the organisation and empowering supporters to become a deeply ingrained part of the animal welfare movement. Her areas of expertise include newsletters, automation, journey mapping, and campaign planning and execution.

- **How-To: Getting Regular Monthly Donors Through Year-End Giving Campaigns**



Dagmar Caspe

Czech Phil Foundation (CZ)

Dagmar is the Executive Director of the Czech Phil Foundation and also heads the Partnerships and Donor Care Department of the premier Czech orchestra. She has experience in both the commercial and non-profit sectors. She has worked at Forum 2000, collaborated with the Cimrman English Theatre, and was the General Manager of the English-language weekly, *The Prague Post*.

- **Opus 85: The Story Of The Major Donor Campaign Of The Czech Philharmonic**





Catalin Dinu

Never Alone - Friends of the Elderly Association (RO)

Catalin is dedicated to enhancing the Romanian non-profit sector. He currently serves as the Executive Director of Never Alone – Friends of the Elderly Association and as the President of the Centre of Communication Resources. With extensive experience spanning nearly a decade, Catalin has collaborated as a consultant with over 50 non-profits, focusing on communication and fundraising projects. Recognising a critical gap in research, particularly in philanthropy communication within Romania's context, he recently embarked on a PhD journey at the University of Bucharest.

- **Decoding Nonprofit-Agency Collaborations: Assessing The Impact Of Creativity Awards On Fundraising Success**



Stephen George

Coach, Trainer & Consultant (GB)

Stephen is a fundraising and leadership coach, trainer and consultant working with many charities and organisations in the UK and across the world. He has over 35 years' all round fundraising and leadership experience at all levels with organisations such as NSPCC, UNICEF, RNIB, Action on Hearing Loss, Maggie's, UNHCR and Scope. Stephen is an international speaker, writer, and podcaster. He has worked on the Full Stop appeal that raised over £250 million, has developed global legacies strategies for international NGOs, was chairman of Remember a Charity, a UK consortium promoting gifts in wills, and a former vice chairman of the Institute of Fundraising in the United Kingdom. He is a trustee at a leading UK children's charity.

- **MASTERCLASS: The 3 Tribes Of Storytelling And How To Become A Master**
- **Finding Inspiration From The Past To Drive The Future**
- **Room 101 – 5 Fundraising Truths To Get Rid Of Forever**
- **PLENARY: The 8 Pillars Of Great Fundraising Leadership**



Marcelo Iñarra

Fundraising Consultant (AR)

Marcelo is an international public mobilisation, fundraising, and innovation consultant with over 30 years of experience in the non-profit sector. He has supported over 100 organisations in developing innovative strategies that helped mobilise people and raise millions of dollars. Marcelo has worked with UNICEF, Amnesty International, MSF, Greenpeace, UNHCR, SOS Children's Villages, and many other INGOs. Since 2023, he has served as Deputy Board Chair of Greenpeace International.

- **INNOVATION LAB: Designing Fundraising And Public Mobilisation Prototypes Based On Global Trends**
- **PLENARY: Igniting Disruptive Fundraising Innovation!**
- **S.O.S. Third Sector!**



Petra Joklová

CRM For Non-Profits (CZ)



Dominika Juhásová

Svoboda zvířat (CZ)



Jan Kroupa

Czech Fundraising Center (CZ)

Petra is an experienced consultant in the realm of CRM system implementation for non-profit organisations. With a focus on Salesforce, the world's most renowned and impactful relationship management tool for non-profits, Petra brings a wealth of expertise to the table. Her proficiency spans fundraising, project management, and financial oversight.

Drawing from her extensive background, Petra has been at the helm of CRM for NGOs since 2013. Under her leadership, this non-governmental organisation has been dedicated to assisting non-profits in the adoption of Salesforce, leveraging the power of volunteers to drive impactful change.

Petra's passion for engaging with people shines through in her work. She excels in active listening and possesses a unique ability to comprehend the needs and challenges faced by organisations and individuals. Petra firmly believes in the symbiotic relationship between technology and humanity. She maintains that technology serves as a powerful tool in enhancing the effectiveness of human endeavours.

Join Petra to benefit from her rich insights and experience as she leads us on a journey through the process of CRM system adoption and its transformative impact on non-profit entities.

- **Effective Fundraising And Project Management With Salesforce: Case Studies From Nonprofit Organisations**

As Engagement Coordinator for the Albert Schweitzer Foundation, Dominika helps to craft strategies to turn compassion into action. Her expertise was honed as the founder of the fundraising department at Svoboda zvířat, where she previously worked for several years. As a freelance consultant, Dominika also guides other organisations in building sustainable fundraising models and using compelling communication. It is her passion to build bridges between donors and the causes they care about.

- **How-To: Getting Regular Monthly Donors Through Year-End Giving Campaigns**



Jan has 20+ years of experience as an international consultant, trainer and researcher focused on philanthropy, resource mobilization and leadership in civil society in more than a dozen countries around the world, primarily in Central and Eastern Europe. He is the co-founder of the Czech Fundraising Center, a leading CEE capacity-building non-profit, and the Chair of NETT – the Civil Society Think Tank – both based in Prague. Jan serves on the boards of several non-profits. *"I serve leaders in the philanthropic sector in pursuing their mission so that they may walk the Earth with their heads held high."*

- **MASTERCLASS: Fundraising Feasibility Study**
- **Opus 85: The Story Of The Major Donor Campaign Of The Czech Philharmonic**



Jiří Krupa

Consultant (CZ)

Jiří is a mobilisation, engagement, and fundraising consultant who works with various NGOs across the EU to generate more leads, increase engagement, and secure more donations, particularly regular monthly contributions. Jiří is also the director of Za snadné dárcovství, which comprises 45 member organisations. This coalition connects fundraisers across the Czech NGO sector in a secure environment and serves as an effective support network for them. You can learn more about Jiří at krupajiri.org and more about the coalition at snadnedarcovstvi.cz.

- **How-To: Getting Regular Monthly Donors Through Year-End Giving Campaigns**



Mladenka Majerić

AMDG (HR)

Mladenka is a social entrepreneur dedicated to creating sustainable and ethical purpose-driven organisations in Croatia and the region. For nine years, Mladenka served as the Managing Director of CRVENI NOSOVI Clowndoctors Association and was actively involved in the work of RED NOSES Clowndoctors International. Over the past four years, she has been leading strategic planning processes for associations in Croatia and the region, providing consulting and education on fundraising. She collaborated with the Croatian Union of Counties and the Konrad Adenauer Foundation to launch the “Yellow Dot – Building Fundraising Culture in Croatia” project and established a foundation with the same name in 2022. The foundation’s objective is to assist non-profit organisations in philanthropic and fundraising activities while also strengthening individual and corporate philanthropy. Mladenka is a certified executive coach and has completed the Central and Eastern European leadership development programme, Leaders of Tomorrow. She has also earned a Certificate in Fundraising from the Chartered Institute of Fundraising UK. In 2024, she received a Corporate Sustainability Diploma from the Croatian Business Council for Sustainable Development. Mladenka was recognised with the MBA Croatia award for social contribution in 2020 for her work in the non-profit sector.

- **The Impact Of The Corporate Sustainability Reporting Directive (CSRD) On Fundraising**



Veronika Moňoková

Saplinq (SK)

Veronika is responsible for corporate fundraising at Saplinq o.z., with a focus on the Rainbow Ribbon campaign, where she utilises her business background to establish effective partnerships. In addition to her fundraising work, she coordinates PRIDE Košice, one of the largest LGBTI+ events in Slovakia, and oversees logistics and production for various events organised by Saplinq. Her experience in both the business and nonprofit sectors allows her to effectively bridge corporate support with advocacy for LGBTI+ rights.

- **Rainbow Ribbon: An Innovative Fundraising Approach Connecting LGBTI+ Organisations And Corporate Partners**





Getter Musting

NGO Nähtamatud Loomad (EE)

During her short fundraising journey, Getter has already conducted one of the most successful donation campaigns in the organisation's history. She is very detail-oriented and can effectively carry out major initiatives. She has also recently become interested in advertising and reporting, especially "return on investment". There are still many things Getter doesn't know about the world of fundraising, but her will to succeed makes her eager to learn and achieve results.

- **How-To: Getting Regular Monthly Donors Through Year-End Giving Campaigns**



Radoslava Nováková

Saplinq (SK)

Radka is an expert in individual fundraising and strategic development for nonprofit organisations. As the fundraising coordinator at Saplinq o.z., she leads the nationwide Rainbow Ribbon campaign, supporting LGBTI+ organisations. With over 10 years of experience, she specialises in creating fundraising strategies, designing campaigns, and building donor networks. Additionally, she serves as a consultant and mentor for several organisations in Slovakia and the Czech Republic, helping them develop sustainable models of support.

- **Rainbow Ribbon: An Innovative Fundraising Approach Connecting LGBTI+ Organisations And Corporate Partners**



Elisabeth Pachleitner

DTV Germany (DE)

Elisabeth has 15 years of fundraising experience and is an expert in DRTV and digital video fundraising. She has successfully set up numerous campaigns for various NGOs, both large and small, in Austria and Germany.

- **DRTV – A Tool Not Just For Big Players**





Konstantina Papadimitriou

Inuksuk Consulting (GR)

Konstantina is a passionate strategist, fundraising consultant, international speaker and mentor working with organisations who seek to achieve impact. She has 20 years of experience in the non-profit sector, helping teams to establish effective fundraising operations, build meaningful donor relations and grow their income.

She has been leading fundraising programmes in international non-profit organisations, such as Greenpeace and ActionAid, and she currently supports numerous organisations globally to develop their fundraising capacity and donor network, to fulfil their mission.

Konstantina works with non-profit professionals who want to excel and thrive in a constantly changing environment, helping them gain a new perspective and develop skills, attitudes and behaviours that will help them achieve their goals.

- **MASTERCLASS: Relationships In Action: How To Use Strategic**
- **The 10 Success Factors In Fundraising – Tapping Into Fundraising Potential In Your Organisation**



Klaudia Petraková

Saplinq (SK)

Klaudia manages donor relations at Saplinq o.z., where she focuses on building and maintaining strong relationships with donors and supporters. In the Rainbow Ribbon campaign, Klaudia took charge of coordinating cultural institutions, pubs, and venues across Slovakia, as well as managing communications with influencers and overseeing event production. Her goal is to ensure that, together with their donors, they create meaningful impact and celebrate their shared success in advancing the mission of Saplinq.

- **Rainbow Ribbon: An Innovative Fundraising Approach Connecting LGBTI+ Organisations And Corporate Partners**



Svitlana Pugach

Tabletochki Charity Foundation (UA)

Svitlana, a fundraising expert and advisor, currently holds the position of Director of Strategic Partnerships at Ukraine's Tabletochki Charity Foundation, the largest organization supporting children with cancer. During her tenure as CEO, she tripled the foundation's annual income. In 2020, she shifted her focus solely to fundraising, resulting in an additional \$10 million, including a nationwide campaign that engaged 5 million out of 40 million Ukrainians.

Amid the Russian-Ukrainian crisis, Svitlana and her team successfully navigated a 50% drop in domestic funding by globalizing Tabletochki's fundraising efforts, ensuring vital support for an expanded budget. Her expertise spans diverse donor segments, including individuals, corporations, major donors, and institutions. With 12 years of experience at Deloitte, a leading international financial consulting firm, she brings a wealth of knowledge in audit, corporate risk, and social responsibility.

Svitlana also provides consultancy services to Ukrainian charity foundations and lectures on fundraising at a prominent university. She has presented at IFC and St. Jude/ALSAC Global conferences and boasts a significant domestic speaking record in fundraising, cause-related marketing, and non-profit development. Furthermore, she serves as a jury member for the prestigious Effie Awards Ukraine, a global marketing communications award.



Giedrė Šopaitė-Šilinskienė

Baltic Fundraising Hub (LT)



Saleem Tejani

DTV Group (GB)

Svitlana is a passionate fundraiser who believes that excellence in the profession involves not just securing funding but also unlocking the potential in people, organizations, and the communities they serve.

- **MASTERCLASS:**
**Relationships In Action:
How To Use Strategic Networking
For Successful Fundraising**



Giedrė has been working with and within the Lithuanian NGO sector for over 15 years. Giedrė's Bachelor in Social Work and Master of Business Administration (MBA) with a specialization in strategic management have given her the superpower to understand the challenges of NGO management and adapt modern business tools to cope with them.

For the past 5 years, she has held the role of CEO of the local donation portal, with the primary mission of empowering local NGOs to harness their potential in digital fundraising and strengthen the culture of philanthropy in Lithuania. In 2018, Giedrė launched the initiative Fundraising@LT and co-created the first fundraising competence development programme in Lithuania, Fundraising@LT PRO.

Now Giedrė holds the position of the founder and CEO of Baltic Fundraising Hub. Together with her peers, she organises an annual fundraising conference Fundraising Summit, develops a professional network of Lithuanian fundraisers, and provides training and consultations for NGOs.

Giedrė is a consultant, speaker, trainer, and even sometimes an inspirer, with a clear vision to help NGOs become the best version of themselves.

- **Building The Best Fundraising Team**

Saleem brings over two decades of fundraising expertise, having held pivotal roles in leading fundraising agencies. As the former Client Services Director at Bluefrog and Business Director at Open, he transitioned into a digital-focused role as the Head of Digital at DTV Group for the last nine years. In this capacity, he has been instrumental in guiding many leading charities to grow highly effective digital acquisition, retention and legacy programs. At DTV, Saleem was central to crafting and executing a comprehensive digital strategy, encompassing donor journeys, web optimization and the effective use of direct response video in social media to recruit donors at scale. His love of fundraising is matched by his passion for creative innovation, new product development and digital disruption.

- **The Future Of Fundraising With AI Video**



Kateřina Tichá

Czech Phil Foundation (CZ)

After graduating in translation and interpreting, Kateřina followed her passion for classical music and joined the Czech Philharmonic team, where she took over donor care within the newly-founded fundraising department in 2021. She helped create the basis for work with donors and individual supporters of the orchestra, as well as launched and ran Czech Phil's first major donor campaign, Opus 85.

- **Opus 85: The Story Of The Major Donor Campaign Of The Czech Philharmonic**



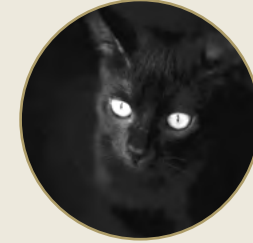
Imogen Ward

AAW Partnership (GB)

With a career spanning over 25 years and working across Europe, North America and Sub Saharan Africa, Imogen has led organisations working in the global education, health and environmental sector. Imogen has always been curious about the role that individuals have in making change happen – whether that's staff, volunteers, campaigners or supporters. With a track record in start-ups and a strong track record in Philanthropy and Corporate Partnerships, Imogen has been instrumental in taking organisations from idea inception to scalable forces for change.

In 2016, Imogen co-founded AAW with Tobin Aldrich and Mark Astarita and supports organisations around the world with strategic, practical change programmes focused on fundraising, engagement and organisational development.

- **Fundraising In 2030**



Baba Yaga

The Eastern European Mystical Fundraising Society (MD)

Baba Yaga is the one and only clairvoyant, psychic, and tarot reader specialising in the area of fundraising and non-profit finance. She has gained years of extensive experience in fundraising fortune-telling, offering services to clients in the NGO sector from her cottage, which stands on a magpie's leg in the dark forests of Eastern Europe (as well as in the digital realm). In her spare time, Baba Yaga enjoys the company of her numerous black cats and bats, attending fundraising conferences, and becoming wickedly rich through cryptocurrency, thanks to her ability to foresee Bitcoin price predictions in her crystal ball long before anyone else could predict them.

- **Discover Your Fundraising Future**



Getting your message across

The 3 Tribes Of Storytelling And How To Become A Master



Stephen George

Coach, Trainer & Consultant (GB)

Storytelling is at the heart of any enterprise, commercial or charity. However, being able to understand, find, tell, and inspire through stories is still challenging for many. In this masterclass, Stephen will share a storytelling framework and approach that will enable you to find and use stories to truly connect and inspire. By understanding the 3 tribes, you can create and share with confidence. This masterclass will enable you to unlock your storytelling potential and become a master.

Learning outcomes:

- Understand the key building blocks of great stories;
- Connect with the power of using emotion in stories;
- Explore the frameworks of stories and how they work and are organised;
- Practical tools and tips;
- Understand the 3 tribes of storytelling and learn how to move to a master;
- Craft and practise your story.

Who should attend:

- All fundraisers.

Suggested level of audience:

- Open to everyone at all levels.

Rethinking strategy

INNOVATION LAB: Designing Fundraising And Public Mobilisation Prototypes Based On Global Trends



Marcelo Iñarra

Fundraising Consultant (AR)

Ready to ride the waves of human behaviour trends and see your impact grow?

This session of the Innovation Lab has been crafted for visionary NGOs in Central and Eastern Europe. Marcelo will reveal the latest global trends and cutting-edge prototyping techniques to transform your fundraising and public mobilisation efforts. Engage with research on trends, explore innovative methodologies, and create practical, impactful prototypes to drive your mission forward and see your impact grow.

Key highlights:

- Trend Analysis: Discover global trends shaping fundraising and mobilisation.
- Prototyping Techniques: Learn agile prototyping and design thinking methods.
- Collaborative Workshops: Brainstorm, design, and test new prototypes with peers.
- Success Stories: Gain insights from NGOs that successfully integrated trends.
- Future Readiness: Stay agile and responsive to emerging trends and changes.

Who should attend:

- Fundraising professionals seeking cutting-edge strategies.
- NGO leaders focused on innovative public engagement and fundraising.
- Social impact strategists aiming to leverage global trends.
- Anyone dedicated to advancing the future of fundraising and mobilization.

Suggested level of audience:

- This masterclass is suitable for all levels of experience.

Book in advance. Only a limited number of places are available for this masterclass!

Fundraising from the few

Fundraising Feasibility Study**Jiří Bárta**

Fundraising Consultant (CZ)

**Jan Kroupa**

Czech Fundraising Center (CZ)

Fundraising Feasibility Study (FFS) is an essential part of any major gift campaign. This structured qualitative research process provides answers to several fundamental questions: Do you have a campaign that can be successful? How do donors perceive your organisation, your mission, and your programmes? Will donors support your vision of change and your initiative? Who will support and by how much? Is our financial target realistic? Will volunteers help you with the campaign once you get started?

This masterclass will walk you in detail through the entire testing process – from case for support development and design, prospect list and gift range chart building to data collection, analysis, and decision-making based on findings.

Both Jan and Jiri have been directly involved in conducting over a dozen fundraising feasibility studies in five countries across Europe, so this masterclass will be packed with practical examples as well as interactive and engaging work for participants.

Learning outcomes:

- What is a fundraising feasibility study (FFS) and why is it a great tool?
- How do you design and write your case for support?
- How do you build your campaign prospect list? How long does it need to be? Who needs to be there?
- What is a gift range chart, how do you build one, and why is it important?
- What is the process of a FFS, what do you want to ask, how do you organise it, how do you implement it, and what outcomes can you expect?

Who should attend:

- CEOs,
- Development Directors,
- Major Donor Fundraisers, and all those considering a major donor campaign.

Suggested level of audience:

- Very experienced fundraisers/leaders.



Fundraising from the few

Relationships In Action: How To Use Strategic Networking For Successful Fundraising



Konstantina Papadimitriou

Inuksuk Consulting (GR)

In a world that is increasingly complex and polarised, bringing people together is both a superpower and a significant challenge. As fundraisers, we are more than just revenue generators; we are ambassadors, passionate advocates, and networkers. Our mission extends beyond securing funds; it's about unlocking the potential within our communities. At the core of fundraising lies the essence of relationship-building.

The network we engage with is extensive, encompassing donors, board members, advisors, experts, people of influence, and more. Are we, as fundraisers, networking strategically? How can we build an effective network that advances our professional goals? What strategies can be employed for efficient networking, especially for those who find it challenging?

In this masterclass, we will explore key areas:

- The importance of strategic networking in fundraising and harnessing social capital.
- Developing a strategic networking mindset, focusing on authenticity and empathy to influence others.
- Techniques for connecting and nurturing purposeful relationships with a plan.
- Navigating the challenges of networking, particularly with affluent and influential individuals.

This class will draw upon successful approaches and offer a comprehensive perspective on the transformative power of strategic networking and relationship-building in fundraising.



Svitlana Pugach

Tabletochki Charity Foundation (UA)

Learning outcomes:

- Understand the strategic role of networking in fundraising, with a focus on social intelligence and donor motivation.
- Adopt a strategic networking mindset to influence stakeholders with empathy and understanding.
- Learn to create a personalised relationship development plan to grow a supportive fundraising network.

Who should attend:

- Fundraising practitioners.
- Leaders in non-profit organisations.

Suggested level of audience:

- This masterclass is suitable for all levels of fundraisers and/or leaders.



Rethinking strategy

Igniting Disruptive Fundraising Innovation!**Marcelo Iñarra**

Fundraising Consultant (AR)

The need for transformation based on disruption has emerged in response to a profound change in how we understand the role of fundraising within the new ecosystem of the technological revolution, the climate crisis, and the reordering of society after the COVID-19 pandemic. Are you looking to generate disruptive innovation?

Marcelo introduces the experimental and original methodology, "Irrational Planning," in a performative talk designed to achieve disruption and create fundraising prototypes in a short period of time.

Irrational Planning involves letting go of logical and linear thinking. To achieve this, one must open the imagination to stimuli that trigger new associations and unexpected connections. The basis is to allow extreme divergence without limits.

Learning outcomes:

This talk will trigger reflections such as:

- What is a disruption in fundraising and NGOs?
- What experimental methodologies can we use?
- Can "Irrational Planning" help achieve it?
- What ideas can we generate together?

Leading and managing

The 8 Pillars Of Great Fundraising Leadership**Stephen George**

Coach, Trainer & Consultant (GB)

Great leadership is the difference between success and failure. In this inspiring plenary, Stephen shares eight pillars to guide leadership in your nonprofit, at whatever level you are or whatever size of organisation. Using experience from four decades of fundraising and leadership, this plenary explores practical stories, tools, and lessons for each building block, along with some inspiring stories and ideas to help you truly lead the change you can make happen.

Learning outcomes:

- Practical eight pillars to help guide great leadership.
- Tools to lead.
- Inspiring stories to showcase great leadership.

Who should attend:

- All fundraisers.
- Anyone involved in charities and non-profits.

Suggested level of audience:

- All levels currently leading or aspiring to lead.





Leading and managing

Building The Best Fundraising Team



Giedrė Šopaitė-Šilinskienė

Baltic Fundraising Hub (LT)

People give not because of the organisation, they give because of its people. Fundraisers are the key element that can empower the act of generosity, and this is exactly what makes fundraisers so special. Being a successful fundraiser requires more than just being a good person. While empathy, compassion, and sensitivity are important personal qualities, fundraisers (and their organisations) also need a set of professional competencies to reach their full potential. The strength and financial sustainability of a non-profit organisation are directly linked to the competence and balance of its fundraising team. What are the most important areas of competency for fundraisers? How can we measure the competencies of individual fundraisers and the fundraising team as a whole? And, ultimately, how can we build the best fundraising team? These questions will be discussed in this session.

Giedrė will share her experience in building the first fundraising competency development program in Lithuania in 2020-2022. The framework of the programme – developed fundraising competency test which was a baseline for the unique program constructed specially for the Lithuanian context and based on the needs of the specific group of fundraisers. Next to the key learnings and examples, there will be introduced special tool – a competence matrix. A competence matrix analyzes and summarizes employee abilities, desires, and knowledge levels to add value. This tool helps to define how best the team can execute its functions and achieve the required fundraising goals. A systematic and strategic approach to fundraising competencies will lead to a strong, motivated and highly professional fundraising team. How can we build such a team for our organisations?

Learning outcomes:

- Understanding how to measure and evaluate fundraising competencies.
- Tips on planning and delivering effective fundraising training based on actual needs, not just desires.
- Introducing a valuable tool for building and managing a fundraising team: the competence matrix.
- Gaining a deeper understanding of the critical factors when hiring individuals for fundraiser positions.

Who should attend:

- Managing and development directors.
- Board members and senior team members responsible for building a successful fundraising team.
- Fundraisers of all levels.

Suggested level of audience:

- Intermediate fundraisers/leaders.

Getting your message across

Decoding Nonprofit-Agency Collaborations: Assessing The Impact Of Creativity Awards On Fundraising Success



Catalin Dinu

Never Alone - Friends of the Elderly Association (RO)

Crafting compelling fundraising communication campaigns is vital for the long-term sustainability of nonprofit organisations. While many communication agencies offer pro bono creative services for nonprofits, often recognised at prestigious creative galas, the efficacy of these campaigns in driving fundraising outcomes remains a subject of inquiry. In this workshop, we delve into a comprehensive research study conducted on the 2023 award-winning fundraising campaigns in Romania, exploring the dynamics between nonprofits and creative agencies. Through two strategic communication and creativity models, we assess the effectiveness of these campaigns in achieving fundraising goals and fostering productive partnerships between nonprofits and agencies. Our analysis encompasses key elements such as content strategy, public relations, creativity, donor engagement, and revenue generation for 8 award-winning campaigns.

Learning Outcomes:

1. *Understanding the Role of Creativity in Fundraising Campaigns:*
Explore the concept of creativity within the context of fundraising campaigns and its significance in capturing audience attention and driving donor engagement.
2. *Assessing Agency Understanding of NGO Communication Needs:*
Evaluate the extent to which communication agencies comprehend and address the unique communication requirements of nonprofit organisations, considering factors such as mission alignment, fundraising goals, audience segmentation, and messaging strategies.
3. *Cultivating Effective Nonprofit-Agency Relationships:*
Explore strategies for aligning fundraising objectives and metrics between nonprofits and communication agencies. Emphasise the importance of conveying the unique KPIs of nonprofit campaigns and fostering mutual understanding within the partnership.

Who should attend:

- Communication and fundraising specialists.

Suggested level of audience:

- Intermediate fundraisers/leaders.

Rethinking strategy

Discover Your Fundraising Future



Baba Yaga

The Eastern European Mystical Fundraising Society (MD)

Do you wish to enhance your fundraising success, optimise resource allocation, deepen donor engagement effectively, or learn about pitfalls to avoid? Tarot card-driven fundraising predictions, delivered by an experienced clairvoyant, represent a revolutionary approach and offer clarity in today's fast-changing fundraising world. Embark on a transformative journey of discovery, reconnect with the spirit of finance, and let mystical powers help your fundraising programme shine!

This session will offer four one-on-one slots of approximately 15 minutes, allowing Baba Yaga to focus solely on you and your fundraising future. Prior registration is needed – please send your name, organisation, and slot preference to info@fundraising.sk. Please note that registration does not guarantee an appointment with Baba Yaga's magic – you will need to wait for email confirmation.

Slot 1 – 17:00 – 17:15

Slot 2 – 17:15 – 17:30

Slot 3 – 17:30 – 17:45

Slot 4 – 17:45 – 18:00

Who should attend:

- Anyone dedicated to advancing their future fundraising success.

Suggested level of audience:

- Fundraising fortune-telling is suitable for all levels of experience.

Getting your message across • Fundraising from the many

DRTV – A Tool Not Just For Big Players



Elisabeth Pachleitner

DTV Germany (DE)

TV is often perceived as expensive. In this session, we will provide examples of successful DRTV programmes we have developed for small and mid-sized organisations, demonstrating that DRTV is far more cost-effective and efficient than you might expect.

Learning outcomes:

- You can discover whether DRTV could be the right fundraising tool for your organisation.

Who should attend:

- Mid-sized organizations.

Suggested level of audience:

- Intermediate fundraisers and/or leaders.



Leading and managing

Effective Fundraising And Project Management With Salesforce: Case Studies From Nonprofit Organisations



Petra Joklová

CRM For Non-Profits (CZ)

Join us for an interactive workshop that focuses on the diverse applications of Salesforce in the world of nonprofit organisations. Over the course of 60 minutes, we will explore how nonprofits can leverage Salesforce not only for effective fundraising but also for managing grant applications (Foundations), clients, and programmes of social services or event tracking. Participants will become familiar with specific case studies and best practices that demonstrate how technology can streamline processes and help organisations better manage donors, projects, and events. At the end, there will be time for questions and sharing experiences. Come and get inspired, and learn how to elevate your fundraising efforts and project management to the next level!

Learning outcomes:

- How non-profit organisations and foundations use CRM in their daily operations.

Who should attend:

- Anyone considering CRM implementation;
- Those already using CRM who need inspiration for its use or further development.
- Employees of non-profit organizations who are interested in how they can use the CRM system for fundraising, social services, application management (foundations) and management of conferences and educational events.

Fundraising from the few

Finding Inspiration From The Past To Drive The Future



Stephen George

Coach, Trainer & Consultant (GB)

With the greatest transfer of wealth underway, what have we learnt from decades of Gifts in Wills fundraising? Stephen shares his top insights and truths about the connections, motivations, practices, and mindset of leaving a legacy. In this session, Stephen reflects on four decades of learning, insight, failure, and success, and the moments that matter to inspire you to lead legacies.

Learning outcomes:

- Learning from four decades of legacy fundraising to inspire and revitalise your programme.
- Why donor-centric fundraising matters in legacies.
- Top tips to apply in new or existing programmes.
- Inspiration and tools to lead.

Who should attend:

- All fundraisers responsible for legacies or gifts in wills.
- All interested in legacies.
- All leading a legacy programme.

Suggested level of audience:

- All levels; some understanding of a basic legacy programme would be helpful.

Rethinking strategy

Fundraising In 2030**Tobin Aldrich**

AAW Partnership (GB)

**Imogen Ward**

AAW Partnership (GB)

What can we expect fundraising to look like in 2030? Drawing from Tobin's experience of fundraising in over 50 countries over 30 years, the session will examine each area of fundraising and explore the key trends today that can inform us about the future of fundraising at the end of the decade. How will the technologies, approaches, and innovations happening in global markets now impact our fundraising approaches in CEE?

Learning outcomes:

- What are the key trends in fundraising globally that will impact CEE markets?
- What will fundraising in 2030 look like according to global experts?
- What technologies, approaches, and innovations should fundraisers be considering now for their strategies?
- What are the implications of AI on fundraising?
- What can we learn from the most innovative NGOs to apply to our fundraising programmes?

Who should attend:

- Fundraisers of all disciplines in all types of organisations.

Suggested level of audience:

- Intermediate fundraisers/leaders.

Fundraising from the many

How-To: Getting Regular Monthly Donors Through Year-End Giving Campaigns**Aleksandra Bujalska**

Otwarte Klatki (PL)

**Dominika Juhásová**

Svoboda zvířat (CZ)

**Getter Musting**

NGO Nähtamatud Loomad (EE)

**Jiří Krupa**

Consultant (CZ)

A triple case study of end-of-year donation campaigns from Poland, Czech Republic, and Estonia. Three speakers from animal rights and welfare organisations will present their successful 2023 fundraising campaigns. You will learn what worked and what didn't work in these campaigns (and what REALLY didn't work at all). You'll learn about the role email marketing, social networks, and ads played. You will be inspired not only by the specific experiences of each organisation's representatives, but also by real data, figures, and guidelines that you can then apply in practice to your own campaigns this coming season! Participants will also receive a folder with a wealth of content and benchmarking data after the session. The session will be facilitated by Jiří Krupa, a fundraising campaign consultant who works with all three speakers on an ongoing basis.

Learning outcomes:

- How to get regular donors from Christmas campaigns both from existing supporters (emails) and new audiences (organic and paid social).
- The mindset and the roadmap needed for implementing your own year-end fundraising campaigns.

Who should attend:

- Fundraisers and anyone engaged in fundraising activities,
- Directors of Development,
- Executive Directors,
- Organisational Leaders and Changemakers.

Suggested level of audience:

- Intermediate fundraisers/leaders.



Fundraising from the few

Increase Your Chances Of Success In Fundraising From Grant-Makers In Today's Highly Competitive Environment



Katarína Bartovičová

Slovak Fundraising Centre (SK)/EDRi (BE)

Let's start with some good news, shall we? According to Philea, Europe is home to over 186,000 public benefit foundations, with an annual spend totalling €54.5 billion. Moreover, there are other types of grant-making entities operating at both European and international levels, which have much to offer.

Pursuing grant fundraising is an excellent way to secure significant and long-term funding for your organisation and its growth; however, there are a few drawbacks as well. This session will, therefore, provide a comprehensive overview of fundraising from various grant-making entities such as foundations, funds, trusts, and institutions – including their advantages and disadvantages.

We will also cover the current funding landscape in Europe (and beyond), the trends shaping it, the introduction of more strategic approaches and planning in grant fundraising, and offer many practical tips for success. These tips will include how and where to find the right funders, managing the funders' pipeline, developing relationships with funders that result in equitable partnerships, and writing compelling and powerful applications that can win in the age of AI-generated content and ever-increasing competition.

The session will also delve deeper into topics such as core funding and how to actually secure it, as well as connecting with funders who do not accept unsolicited applications or launch open calls for funding.

Learning outcomes:

- Understanding the constantly evolving funding landscape in Europe (and beyond).
- Developing a more strategic and organised approach to grant fundraising, from the pre-award to post-award phase.
- Practical tips on how to identify the best prospective funders for your organisation and effectively build lasting relationships with them.
- Insights into what funders are really looking for and prioritising nowadays, and how to prepare a compelling application that stands out from the crowd.
- Reaching out for the Holy Grail of grant fundraising – core funding.
- How to connect with an increasing number of funders who do not accept unsolicited applications.

Who should attend:

- Fundraisers with some bid writing experience;
- Fundraising Directors;
- Executive Directors;
- Board Members.

Suggested level of audience:

- This session is designed for intermediate and highly experienced fundraisers and/or leaders.

Fundraising from the many • Fundraising from the few

Rainbow Ribbon: An Innovative Fundraising Approach Connecting LGBTI+ Organisations And Corporate Partners



Radoslava Nováková

Saplinq (SK)



Veronika Moňoková

Saplinq (SK)



Klaudia Petráková

Saplinq (SK)

In this presentation, we will explore the unique Rainbow Ribbon campaign, which supports 11 LGBTI+ organisations. We'll show how, through collaboration with businesses, pubs, cultural institutions, and cultural spaces across Slovakia, as well as influencers and the community, we've created an innovative model that is reshaping the way fundraising is perceived. We'll present specific strategies for building public support, strengthening the LGBTI+ movement, and, finally, engaging corporate donors. The Rainbow Ribbon campaign is led by Saplinq, a civic association dedicated to LGBTI+ rights.

Learning outcomes:

- *Understanding Multi-Channel Fundraising:* Participants will learn how to create a comprehensive fundraising campaign that integrates individual, corporate, and community-driven efforts.
- *Engagement with Corporate and Community Partners:* Attendees will gain insights into effectively engaging and collaborating with businesses, cultural institutions, pubs, and local spaces to maximise campaign reach.

- *Leveraging Influencers and Public Figures:* Learn practical strategies for incorporating influencers and public figures to boost visibility and community support in a fundraising campaign.
- *Campaign Production and Coordination:* Participants will explore best practices for managing the production and logistics of complex fundraising campaigns involving multiple stakeholders and venues.
- *Developing Donor Relationships:* Attendees will understand the importance of building and maintaining strong relationships with individual donors, ensuring long-term support and engagement.

Who should attend:

- Fundraising Professionals,
- Nonprofit Leaders and Managers,
- Advocacy and Campaign Strategists,
- Communications Specialists.

Suggested level of audience:

- Intermediate fundraisers/leaders.



Fundraising from the few

Opus 85: The Story Of The Major Donor Campaign Of The Czech Philharmonic**Jan Kroupa**

Czech Fundraising Center (CZ)

**Dagmar Caspe**

Czech Fundraising Center (CZ)

**Kateřina Tichá**

Czech Phil Foundation (CZ)

Four years ago, the Czech Philharmonic decided to enhance its excellence. Strategic planning led to the decision to hire a fundraiser, which in turn led to the creation of a fundraising team. Ambitious fundraising plans culminated in a major donor campaign with the aim of raising CZK 85 million in two years. The campaign concluded in June 2024. Step by step, we will share with you the experiences and lessons learned from this smashing success of the first public institution in the Czech Republic to build a great fundraising team and programme.

Learning outcomes:

- What do you need as an organisation to attract high-value gifts?
- How do you plan and implement a major donor campaign?
- How do you integrate it with other fundraising, marketing, PR, and customer service operations?
- How do you sell and manage fundraising internally?
- How do you keep your SMT on track?
- How do you lead your fundraising volunteers to help you succeed?

Who should attend:

- All conference participants.

Suggested level of audience:

- Intermediate fundraisers/leaders.

Leading and managing

Room 101 – 5 Fundraising Truths To Get Rid Of Forever**Stephen George**

Coach, Trainer & Consultant (GB)

In Room 101, ideas and pet hates are consigned, inspired by George Orwell's torture room in *1984*, which he named after a meeting room. In this light-hearted, energetic session, Stephen shares five 'pet hates' he has learnt and wants to consign to Room 101. You will be challenged to find and nominate your own 'pet hate,' and there will be a vote at the end. This session explores the things in fundraising that get in the way, that annoy, and need addressing, and provides a short action plan to look at when you get back. Therapy for hard-pressed fundraising professionals.

Learning outcomes:

- Exploration of the barriers involved in non-profits.
- Light-hearted and fun experience.
- Action plan to help identify barriers and take action..

Who should attend:

- All fundraisers.
- Anyone involved in charities and non-profits.

Suggested level of audience:

- All levels.

Fundraising from the many

S.O.S. Third Sector!



Alfredo Botti

UNHCR,
Argentine Committee (AR)

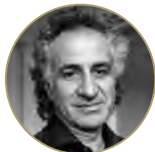
Let's share our secrets to ensure we have a real chance at driving lasting change for good. If you join us, come prepared to share your own secrets, too!

Learning outcomes:

We'll dive into fresh insights, critical discoveries, inevitable challenges, flawed processes, and what it truly takes to turn impactful ideas into reality.

Suggested level of audience:

- Very experienced fundraisers and/or leaders.



Marcelo Iñarra

Fundraising Consultant (AR)

Getting your message across • Fundraising from the many

The Future Of Fundraising With AI Video



Saleem Tejani

DTV Group (GB)

Explore the transformative power of AI video in digital fundraising. This session offers a deep dive into the current landscape of video adoption in fundraising, providing valuable insights and emerging trends. Learn how to craft a compelling video strategy for growing large-scale and highly efficient donor recruitment programs using video. We'll explore the integration of AI technology in video content creation, address the ethical considerations, and discuss practical challenges in this innovative field. Join us in reshaping the narrative through the power of AI video.

Learning outcomes:

- Get insights into the latest trends in video adoption for social channels.
- Learn how to create a video fundraising strategy to build an integrated donor recruitment and retention programme at scale.
- Gain an understanding of the current AI video technology's capabilities and how to ethically integrate it into fundraising campaigns.

Who should attend:

- Fundraising professionals from (i)NGOs and charities seeking innovative donor engagement and recruitment methods.

Suggested level of audience:

- Intermediate fundraisers and leaders.

Fundraising from the few

The Impact Of The Corporate Sustainability Reporting Directive (CSRD) On Fundraising



Mladenka Majerić

AMDG (HR)

The Corporate Sustainability Reporting Directive (CSRD) is a legal framework that expands and improves the non-financial reporting requirements for companies in the European Union. CSRD requires companies to report on their governance, risks, and opportunities related to sustainability, including their social and environmental impact. This means that over 50,000 companies will now have to be more transparent about their impact on the environment and society. For non-profit organisations, this presents a significant opportunity to establish strategic partnerships with companies and secure substantial funding to help them achieve their goals with greater impact. The objective of this presentation is to discuss the new paradigm of corporate fundraising activities and explore the possibilities for non-profit organisations to position themselves as partners in implementing corporate ESG strategie.

Learning outcomes:

- Corporate fundraisers should be familiar with ESG reporting, CSRD, and ESRS as keywords.
- They should develop strategies to approach corporate partners with proposals for working together towards ESG goals.

Who should attend:

- Managing Directors,
- Fundraisers,
- Marketing and Communication Staff.

Suggested level of audience:

- Intermediate fundraisers/leaders.



Rethinking strategy

The 10 Success Factors In Fundraising – Tapping Into Fundraising Potential In Your Organisation



Konstantina Papadimitriou

Inuksuk Consulting (GR)

In an ever-changing philanthropic landscape, nonprofit organisations face increasing pressure to secure funding to support their missions and programmes. However, navigating the complexities of fundraising requires more than just enthusiasm and dedication—it demands a strategic approach informed by a thorough understanding of key success factors.

Learning outcomes:

- Gain a deeper understanding of the key success factors that contribute to fundraising effectiveness.
- Learn how to assess your organisation's readiness and identify priorities and areas for improvement.
- Gain a clear view of changes and adjustments that can be made to maximise the fundraising potential in your organisation.

Who should attend:

- This session is ideal for nonprofit leaders, board members, fundraising professionals, and anyone involved in planning or executing fundraising activities within their organisation.

Suggested level of audience:

- This session is suitable for all levels of fundraisers and/or leaders.

Fundraising from the many

When Brand, Movement, And Income Work Together



Alfredo Botti

UNHCR, Argentine Committee (AR)

Argentina for UNHCR started their fundraising operations in May 2019, reaching a movement of 1 million by the end of 2023, and a monthly donor base of more than 50 thousand. The key? Creating integrated campaigns based on genuine engagement.

Learning outcomes:

- Create your integrated campaign strategy.
- Diversify your portfolio.
- Enhance your team's creativity.
- Develop a culture of collaboration.

Who should attend:

- CEOs and Boards.
- Fundraising and Comms Directors.
- All practitioners.

Suggested level of audience:

- Very experienced fundraisers/leaders.



Please take a moment to evaluate each CEEFC workshop at bit.ly/ceefc2024

Your feedback is valuable and will assist us and our speakers in making improvements.

Thank you.



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