



PHILANTHROPY
& FUNDRAISING
NORTH AMERICA

THE GREAT FUNDRAISING MASTERCLASS

JANUARY 25TH-28TH, 2022

To book your place email enquiries@philanthropyfundraising.com
Or call us with your questions on (301) 806-6794.

\$999 Nonprofit
\$1,799 For-profit

NOW DELIVERED ONLINE!

THE GREAT FUNDRAISING MASTERCLASS

How do you grow your organization's income... ..dramatically AND sustainably?

This masterclass is an outstanding opportunity to learn the culture, behaviors and leadership required for your organization to achieve Great Fundraising and grow your organization and income significantly.

Former delegates have applied their learning and increased the income of their organizations dramatically, some by several hundred per cent. The Great Fundraising Masterclass is based on academic research and tested in the real world. The approach has been proven to work for organizations around the world supporting a great variety of causes.

At the end of this exclusive web-based Masterclass, you will be able to answer the following questions:

1. How have others managed to achieve Great Fundraising?
2. How big should my ambition be?
3. How can I make my organization unite behind and become proud of our fundraising?
4. What do I need to have in place to release substantial investment in fundraising, and what can this investment achieve?
5. How can my leadership and inspiration drive fundraising performance?
6. How do I support a continuous learning culture as the secret to innovation and growth?
7. How do I find the single proposition that unites and drives my organization?

And – once you know that, you will be able to:

8. Harness the learnings of other organizations and apply them to your own context.
9. Decide the right level of ambition for your organization.
10. Deal with the conflicts that hold back your fundraising by using our framework of analysis and apply you newly learned strategies.
11. Create your own strategy for increased investment in fundraising.
12. Focus your leadership on the things that really matter in driving performance.
13. Improve your organization's ability to learn and apply its learnings to create growth.
14. Evaluate your organization's proposition based on your expanded knowledge of Great Fundraising.

"This class is excellent! I definitely recommend pairing programs and development staff to attend together"

Emily Allen, SVP, AARP Foundation Programs



LEARNING STYLE

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and real-life case studies, with particular reference to the Great Fundraising Research, which is available through www.philanthropyfundraising.com. It's delivered as an intensive online training session over four days.

WHO SHOULD ATTEND?

Fundraising leaders and leaders of organizations who fundraise. This seminar is for chief executives, leadership team members, trustees, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.

WHEN?

The Masterclass will begin on **Jan 25th**, finish on **Jan 28th 2022**.

WHERE?

Your office, living room or kitchen – wherever you may be working from just now.

HOW TO BOOK?

Places are \$999 nonprofits, and \$1,799 for-profits, and are strictly limited, **[BOOK HERE](#)**. For questions and queries, please contact us on enquiries@philanthropyfundraising.com or call **(301) 806-6794**.

PROGRAM*

TUESDAY JAN 25

10:30 AM - 3:00 PM EST

Online Sessions:

The Great Fundraising research. The Building Blocks of Great Fundraising. Stories and Emotions: The DNA of a Great Fundraising Organization.

Rest of day: Group work.

WEDNESDAY JAN 26

10:30 AM - 4:30 PM EST

Online Sessions:

Leading a Great Fundraising Organization. Dealing with The Conflicts. Finance and Great Fundraising. Building a Fundraising Culture.

THURSDAY JAN 27

10:30 AM – 3:30 PM EST

Online Sessions:

Branding, Communications and Great Fundraising. A New Ambition. Creating Great Fundraising Communications.

Rest of day: Group work.

FRIDAY JAN 28

10:30 AM – 3:00 PM EST

Online Sessions:

What Being Donor-Centred Means for A Great Fundraising Organization. Creating Focus, Energy and Action.

**“The Great Fundraising Masterclass exceeded my expectations.
This course can elevate how you approach innovation in fundraising.”**

John Perell, Director of Strategy & Member Experience, Smithsonian Institution

SPEAKERS AND TRAINERS

ALAN CLAYTON

Alan has 25 years of experience as a speaker and seminar leader, creative director and consultant in fundraising. After a career working in-house at national charities and ten years running his London based agency, Alan has spent the last decade developing our global programme in 'Great Fundraising Organizations.' He has worked with over 350 clients in more than 30 countries.



Much of Alan's work is based on the proven method of co-creation - providing you developmental and creative seminars to help you build your fundraising capacity. His specialties are organizational alignment, creativity, board and executive team development, strategy, donor insight and inspiration.

Simply put, Alan delivers you the organizational focus and energy needed to initiate transformational fundraising growth.

Alan also supports and invests in businesses that supply the fundraising sector and grow giving around the world. Alan is a director of Philanthropy & Fundraising in North America, Europe and Australia & New Zealand. He also chairs the Philanthropy and Fundraising seminar venue, the Inch at Loch Ness, as well as Australian fundraising agency, Robejohn.

TINA HUDGINS

Tina has more than 20 years of experience in the sector leading multi-channel campaigns in marketing and development. She is a seasoned speaker having spent time in 68 countries, and is passionate about creating top-quality sustainer programs and supporter experiences. She seeks to create those 'WOW' moments, and is committed to helping



clients to achieve these moments as well.

Tina's particular expertise lies in helping organizations to drive massive growth. In her latest role as the Senior Director of Fundraising at International Justice Mission (IJM) the supporter sustainer program grew by more than 250% in four years, and also the mid-value and mass giving programs grew by more than 200% at the same time. Before this she held a similar post at ADRA. Tina is skilled and practiced in diverse development methods and techniques – be it direct marketing, mid-value and major giving, capital campaigns, events, social media, or digital – so she can support your team with a plethora of approaches to achieve growth.

KYLA SHAWYER

Kyla has been leading transformational change in the global nonprofit sector for the past 14 years, most recently as CEO of the Resource Alliance and IFC (International Fundraising Congress), a vibrant community of global nonprofit fundraisers and change makers from across the social good ecosystem.

Previously Kyla served as COO / SVP Global Fundraising & Marketing at leading INGO, Operation Smile, where she was responsible for both programs and resource mobilization, creating the organization's first globally-integrated fundraising, marketing and communications strategy.



By inspiring new ways of sharing, collaboration and harnessing collective power, Kyla's track record shows just how to break down silos, connect with core values and unleash ideas, innovation and potential in every single person in the organization. Her extensive knowledge and work within the social impact sector now brings her to leading purpose driven, transformational culture change projects that seek to unify and ignite positive change in the social good space.