

# Transforming Fundraising

a senior management forum and retreat.

5th - 7th October 2011

£1,850+VAT (£1,750 for members)



## What is this?

This event is a pioneering initiative by the Institute of Fundraising South West Region in conjunction with Clayton Burnett and Giles Pegram CBE.

It is a unique opportunity for senior fundraisers to get away and get together to focus intensively on the big issues and work out how to do one thing:

**Transform our fundraising.**

## Who should attend the laboratory?

Anybody who holds a leadership role in fundraising and is based in the South West Region. This will include:

- Directors of fundraising.
- Appeals directors.
- Heads of fundraising.
- Leaders of a volunteer board.
- Chief executives.
- Trustees.
- Consultants.

## When is it?

**Starts:** Wednesday 5th October 2011

**Finishes:** Friday 7th October 2011

## Topics for the event

- How transforming fundraising transforms charities and their impact on the world.
- How to unite an organisation behind fundraising.
- Working with Chief Executives and trustee boards towards investment driven strategies.
- Balancing investment and risk.
- Major appeals as a way of permanently transforming income.
- Integrated campaigns which transform charities.
- Building a team capable of vastly increased performance.
- The role of the fundraising leader.
- How to inspire yourself and others.
- Anything else of great importance that comes up.

### Where is it?

#### **The Inch Hotel, Fort Augustus, Loch Ness, Scotland.**

To concentrate fully on something important and get your brain working at its best we believe it is vital to get away from the hustle and bustle of the working day, to set your emotional and creative being free and really focus the mind. This country house in its inspiring location overlooking Scotland's most famous loch is just right for getting the best out of you. We can't guarantee a sighting of Nessie, but you never know.

For more information see [www.inchhotel.com](http://www.inchhotel.com).

The hotel has wi-fi, so bring your laptop if you want.

### How do I get there?

**You can fly.** The best flights are:

- Wednesday 5th October, EasyJet:  
Depart Bristol 1205, arrive Inverness 1330.
- Friday 7th October, EasyJet:  
Depart Inverness 1650, arrive Bristol 1810.

**You can drive** (about three hours from Edinburgh or Glasgow). Driving directions at [www.inchhotel.com](http://www.inchhotel.com).

**You can take the train** to Inverness or Fort William.

**You will be collected from either station or airport.**

### What is the cost?

The cost per attendee is £1,850 + VAT.

For members of the Institute of Fundraising South West Region, the cost is reduced to £1,750 + VAT.

All accommodation, meals, seminars and sessions are included. As long as you can get yourself there, and bring a few quid for a drink if you like, everything else is within the price.

### What do I need to do now?

- Email [alan.bird@claytonburnett.com](mailto:alan.bird@claytonburnett.com) to confirm that you are coming.
- We will simply send you an invoice and, when this is paid, your place will be confirmed.
- Book your transport.
- If you are driving, please let us know your expected time of arrival.
- If you are coming by train, please let us know where and when you will be arriving and we will arrange your transfer to the Inch Hotel.

## About the consultants



### Giles Pegram CBE

Giles Pegram was appeals director at the NSPCC for 30 years. He is one of the UK's truly great fundraisers. A world-class strategist and thinker he is an inspiration to everyone he has contact with. At the NSPCC, Giles

- Conceived and set up the visionary 1984 Centenary Appeal. This highly successful appeal raised £15 million, a record at the time in the UK.
- Grew the NSPCC's income from donors and supporters from £3 million to £145 million per annum.
- Crafted the ground-breaking FULL STOP Appeal that raised £250million to kick-start the Society's campaign to end cruelty to children.

Giles was recognised as UK Professional Fundraiser of the Year 1994 and received the Institute of Fundraising/Professional Fundraising Awards 'Lifetime Achievement in Fundraising' award in 2002. He is a Fellow of the Institute of Fundraising and received the CBE in the 2011 New Year Honours List.



### Ken Burnett

Storytelling drives all great fundraising communication and, without doubt, Ken is an experienced and accomplished storyteller. Ken founded and ran the Burnett Associates agency for 18 years, has been chairman of ActionAid, a trustee of Book Aid and is founder of SOFII and the White Lion Press. He has worked with practically every major UK charity. In addition, Ken has huge experience of major appeals from around the world and has consulted, lectured and spoken in more than 30 countries.

Ken is the author of many books, including *Relationship Fundraising*, *The Zen of Fundraising* and *The Tiny Essentials of an Effective Volunteer Board*.



### Alan Clayton

Alan is the great 'interrupter' – challenging and creative in asking the questions that need to be asked and developing inspirational solutions to them. He is well known for sprinkling that bit of 'magic' that brings a fundraising appeal to life.

Alan founded Cascaid (latterly The Good Agency) in 1998 and since then has worked with over 150 charity clients. His speciality is 'the big idea'. He works with clients to develop a single integrated proposition and the creative treatments to bring the idea alive. He is expert in helping clients unite their organisations behind a single, powerful campaign or appeal.

Along with Ken, Alan has extensive international experience, having spoken and consulted around the world.

# Comments from similar events

**‘Probably the most important couple of days in my career as a fundraiser. These days have given me a new sense of purpose and transformed my belief in what is possible. Amazing, thank you; on behalf of the hundreds and thousands of children who will be the real beneficiaries of these few days.’**

Matt Wenham, Action for Children.

**‘Great time, great people, lots of inspiration.’**

Lewis Coghlin, Action Medical Research.

**‘Not a workshop; not a lecture; not a masterclass – just a great experience! Inspiration, encouragement, insight by the bucket load. We came as strangers and are going away as friends.’**

Geraldine Long, AICR.

**‘From international inspiration to Inverness inspiration! How to encapsulate three extraordinary days, focus, insight, support and friendship, and I will take away renewed inspiration to deliver a vision.’**

Jo Andrews, UNICEF.

**‘A unique experience! Special people with an incredible mission – it’s been a privilege to share our stories and experience. Now it’s time to reflect and make it happen! Let’s raise our game!’**

Emily Ward, MacMillan Cancer Support.

**‘A fantastic three days. Hearing the experience of absolute experts in this field and 12 other fantastic charities has given me a clear sense of how to move forward with much bigger ambitions. Inspirational!’**

Mark Hopkinson, UNICEF.

**‘You have given me the confidence of my convictions. I feel so lucky to have had such an enriching experience. It’s just what I needed – thank you.’**

Gemma Richley, Addenbrookes Charitable Trust.

**‘Inspiring! Reality rather than theory, achievers rather than trainers.’**

Peter Finnigan, Bhopal Medical Appeal.

**‘Probably the most inspiring course that I have attended in the last 15 years. It has transformed my understanding of major appeals, the opportunities as well as the risks. My task now is to take that learning back and help deliver a step change in our major donor fundraising. One final point: The Inch is a great venue – well worth the journey.’**

Jeremy Prall, ActionAid UK.

**‘Wisdom and inspiration – a rare combination. Thank you.’**

Jane Robinson, WSPA International.

**‘Inspiring course, great content, speakers and venue. Many thanks.’**

Richard Popper, RNLI.

**‘Thanks for all the inspiration; hopefully it will transform me enough to transform Quarriers. Many thanks.’**

Ian Murray, Quarriers.

**‘A truly inspiring week – emotionally charged and full of extremely useful information to bring back to the office.’**

Hannah Moran, CFAB.