

# CLAYTON BURNETT

with special guest Giles Pegram

## Major Appeal Laboratory III

9th - 11th November 2011 £1,950+VAT



*'Most extraordinary of all perhaps is that, having gone through the pain and exhilaration of doing this once, he then went and did it all again, only on a bigger scale'*

A comment on Giles Pegram from  
'In praise of the fundraising entrepreneur'  
from Ken Burnett's website

Orchestrating a transformational major appeal is the kind of opportunity that usually presents itself but once in a lifetime. To attempt it more often implies rashness, perhaps even folly. To succeed spectacularly at it more than once suggests flair plus deep insider knowledge that, if it could be distilled and bottled, would be quite priceless.

Now, for this unique skill-sharing event, three of the UK's top fundraising leaders are going to share that flair and communicate that insider knowledge, with you.

### What is the Major Appeal Laboratory?

This is an intensive, group-orientated course designed around planning and structuring a major fundraising appeal. It's appropriate for any ambitious UK charity or non-profit organisation that's up for significant transformational change.

It is a laboratory, which means that attendees will work and learn 'on the job', in groups and with our three senior consultants. You will develop an appeal strategy and creativity approach in real time, as well as learning the knowledge and skills necessary to create, inspire and launch an integrated major appeal.

The laboratory is deliberately intense. It is located in an inspiring, countryside setting to encourage complete concentration and maximum output for attendees.

*'A major appeal can inject millions of pounds into an organisation, transforming it completely. In my time at the NSPCC we did this twice, through two of the highest profile appeals the UK has ever seen. The effect on our fundraising was to increase income and capacity by many times, and we made sure that it never slipped back. The impact on our work for children was truly transformational.'*

**Giles Pegram**

### Who should attend the laboratory?

Anybody who is considering or planning a major appeal to transform their organisation and its finances:

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



*'You know the moment an entire organisation unites behind a single creative proposition. Hairs stand on end, people go quiet.'*

*You've nailed it. Now you are certain this appeal is going to work.'*  
**Alan Clayton**

## What will you get out of the laboratory?

### Tangible outputs

- A framework for structuring your appeal.
- A plan for building your appeal team.
- A draft case to persuade people to back your appeal.
- An outline of the proposition for your appeal.
- Creative insight into your appeal communications.
- How to differentiate your appeal.

### Knowledge outputs

- When and why an appeal will work.
- How to convince your CEO and board to launch an appeal.
- How to plan a major appeal.
- How to align your organisation behind the appeal.
- How to integrate communications at all stages of your appeal.
- How to communicate your appeal to all players.

### Skills outputs

- How to build an appeal team.
- How to motivate internal and external teams.
- How to manage an appeal team.
- How to communicate your appeal creatively.



## When is the Major Appeal Laboratory?

**Starts:** 9th November 2011

**Finishes:** 11th November 2011

## Where is the Major Appeal Laboratory?

### 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 9th November Flybe:  
Depart Gatwick 0925, arrive Inverness 1105.
- Friday 11th November Flybe:  
Depart Inverness 1710, arrive Gatwick 1850.

**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 £1,950 + 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.

## Advance preparation

The more you put in, the more you get out.

Therefore, in advance of the Laboratory, you will be asked to prepare a briefing pack to be emailed to Giles, Alan and Ken.

## Contact details

Please contact Alan Bird with any enquiries:

Email: [alan.bird@claytonburnett.com](mailto:alan.bird@claytonburnett.com)

Mobile: 07818 675 007

Web: [www.claytonburnett.com](http://www.claytonburnett.com)

To discuss the Laboratory with the consultants, email:

[giles@gilespegram.com](mailto:giles@gilespegram.com)

[ken@kenburnett.com](mailto:ken@kenburnett.com)

[alan@claytonburnett.com](mailto:alan@claytonburnett.com)

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# Programme

<b>Day 1 - Wednesday</b>	
13:00	Arrive, check-in and buffet lunch.
14:00	Welcome and introductions.
14:30	The main structure of this laboratory.
14:45	Reasons to have an appeal.
15:30	Coffee.
16:00	How an appeal transforms your organisation: The big picture.
17:00	Groupwork: your vision and aspiration.
18:00	A stroll to the Loch.
19:00	Dinner.
20:30	Bar: Your vision.
<b>Day 2 - Thursday</b>	
7:00	Energiser.
8:00	Breakfast.
8:45	The day ahead.
9:00	Preparing your case: the lost art of writing persuasively.
9:45	Sources of funds.
10:15	Strategy, part 1.
11:00	Coffee break.
11:30	Strategy part 2.
12:00	External and internal structure.
13:00	Lunch.
14:00	Changing culture - Unleash the power of your appeal.
14:30	Structure session - conclusion.
14:45	How to make your execution flawless.
15:30	Tea while we work.
16:15	The National Appeal Board.
16:45	Recording and follow up.
17:00	Tea break (short).
17:15	Case study.
17:45	What didn't work in the NSPCC major appeals?
18:00	Nine nuggets, 11 insights and 10 myths busted.
18:30	Comments, observations, discussion, feedback and questions.
19:00	Dinner.
<b>Day 3 - Friday</b>	
7:00	Energiser.
8:00	Breakfast.
9:00	Pitching for investment.
9:30	Groupwork - Your pitch.
10:45	Coffee and either a cruise or a walk.
12:15	Lunch and checkout.
13:00	'My campaign in a nutshell'.
14:30	Summary and close
15:00	Depart

# About the consultants



## Giles Pegram CBE

You will work directly with Giles to understand appeal strategy, appeal teams, internal and external management and how to use a major appeal to transform your organisation.

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 Pegram 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 Years Honours List.

## Ken Burnett

You will work directly with Ken to craft and understand the stories and communications that will drive your appeal.

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*.

He delivers a moving *Address to the Haggis* and a stirring Tam O'Shanter.



## Alan Clayton

You will work directly with Alan to understand prospective donor motivations and develop your appeal proposition to creatively meet their needs, wants and desires.

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.

Alan is an average golfer and a passionate mountaineer.

# Comments from the previous Major Appeal Laboratories

**‘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.

**‘What a great inspiration Giles, Ken and Alan are! Thank you so much for a terrific three days. No longer am I scared of appeals.’**

Sarah Sleigh, 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.

**‘Well organised, informative, inspirational!’**

Aflak Suleman, Islamic Relief.