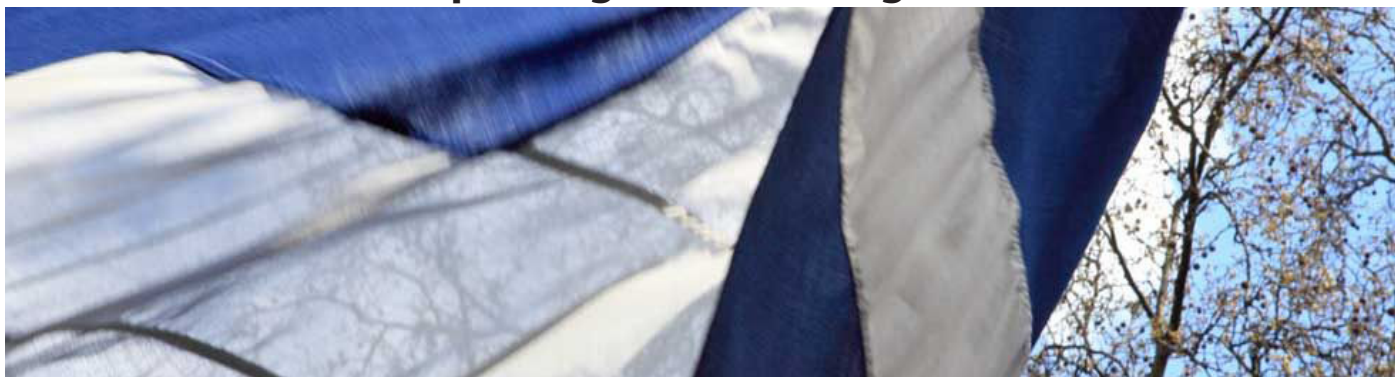


# Fundraising Academy for Trustees & CEOs

with special guest Giles Pegram CBE



**How to transform your board into a paragon of fundraising excellence.**

10th-11th October 2011  
The Caledonian Club, London  
£995 + VAT

This intensive, two-day experience is designed for charity trustees and CEOs who want to so excel in their fundraising that they transform their impact and their cause.

This academy features Ken Burnett, Alan Clayton and special guest Giles Pegram CBE.

***Mission.** The time is right to transform the board's approach to fundraising. So, how can we develop our capacity and possibilities?*

***The fundraising paradox.** Is fundraising just a means to an end, or is it central to our cause? And does it matter, if we want to make the most of our potential?*

***Investment.** How much should we invest in fundraising? How do we monitor results and maximise return? What should our policy be about risk? What should our policy be about failure? How do we ensure success?*

***The fundraising ratio.** What's best? A high ratio, or a low one?*

***Make or break.** What three top criteria should we look for in our fundraising strategy? What three essential qualities should we look for in our head of fundraising?*

***Governance.** What 10 searching questions should we be asking of our head of fundraising?*

***Risk.** What should our fundraising mix be? How can we assess what will work, and what won't?*

***Vision.** How can we make our board passionate about the transformational potential of fundraising?*

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# Fundraising academy for trustees and CEOs

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This academy is a two-day, intensive course designed to give you an in-depth understanding of how you can transform your organisation's fundraising and the role your board plays in it. Particular attention is given to helping you assess the more complex areas requiring investment decisions.

## Who should attend?

- Trustees and CEOs – together if possible.
- Any trustee or CEO who's not satisfied with current fundraising performance.
- Trustees or CEOs who have never been exposed to fundraising decision making before.
- Trustees or CEOs who find they need to make decisions regarding long-term fundraising investment.
- Trustees or CEOs who wish to increase their understanding of fundraising's potential for transformational change.
- Trustees or CEOs looking to create large-scale expansion of fundraising programmes.

## What will you get out of the course?

- Wow moments! You'll enjoy some startling and unique insights into how fundraising can transform your cause.
- You'll learn how all the different types of fundraising fit together.
- You'll come away with an increased ability to make decisions regarding fundraising investment and returns.
- You'll gain skills in how to manage and support the fundraising director and the fundraising function.
- You'll gain a vision of how your board can aspire higher and be better, and enjoy coming to meetings.
- You'll know ten questions you should be asking your fundraising director or staff.

## When is the Academy?

**Starts:** 10th October 2011

**Finishes:** 11th October 2011

## What is the cost?

The cost per attendee is £995 + VAT.

Price includes entrance to all sessions as well as lunch and refreshments on Monday and Tuesday.

If accommodation is required, The Caledonian Club has a number of bedrooms available which can be booked directly with the venue at an additional cost of £137 for singles and £160 for doubles.

## Where is the academy?

**The Caledonian Club, Belgravia, London.**

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 beautiful mansion house in the heart of London's Belgravia is just right for getting the best out of you.

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

The hotel has wi-fi, so bring your laptop if you want. But you'll be so busy you may wish you hadn't.



## How do I get there?

The Club is just a five minute walk from the Victoria Rail and Underground stations and is conveniently located for high speed rail links to both Gatwick and Heathrow Airports.

## 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.

## Advance preparation

The more you put in, the more you get out. Therefore, in advance of the Academy, 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: 07818675007

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

# Sample programme

Day 1 - Monday	
09:00	Welcome and introductions.
09:15	<b>Presentation:</b> Fundraising, fundraising culture, realities, challenges and opportunities.
10:15	Group debate on issues arising.
11:00	Coffee.
11:30	<b>Presentation:</b> The changing nature of fundraising in the modern charity.
12:30	Lunch.
13:30	<b>Case study:</b> How one large national charity upped its game.
14:00	<b>Observations and discussion:</b> Three challenges.
14:30	Coffee.
15:00	<b>Presentation:</b> Strategy - the 15 keys and three crucial areas.
16:00	Group work: Your fundraising strategy and why it won't fail.
17:00	Group feedback from day 1
17:30	<b>Bar:</b> Networking and your opportunity to present your passion and vision.
Day 2 - Tuesday	
08:45	The day ahead.
09:00	<b>Presentation:</b> Fundraising as a guaranteed investment.
10:00	Group work: Fundraising investment and return: creating real opportunities.
11:00	Coffee & group feedback
11:30	<b>Presentation:</b> How to govern and support fundraising.
12:30	Lunch.
13:30	Group work: Leading the fundraising performance.
14:30	<b>Presentation:</b> The pivotal trustee/CEO/fundraising director relationship. And how to make it work.
15:00	Coffee.
15:30	Group work: Challenges for the roles of trustee and CEO.
16:30	<b>Presentation:</b> Creative Power - how to inspire colleagues.
17:30	Group feedback from day 2
18:00	Summary and close.

# About the consultants



## Ken Burnett

Ken was the first career fundraiser to chair a top 20 UK charity. He was a trustee of ActionAid for 13 years, five years as chair of their international board. He started his fundraising career as UK director of ActionAid in 1977.

Ken then founded and ran the Burnett Associates agency for 18 years. He has been a trustee of Book Aid and is founder of the White Lion Press and SOFII, the Showcase of Fundraising Innovation and Inspiration. In his 33 year fundraising career Ken has worked with most major UK charities and he has lectured 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. A fellow of the Institute of Fundraising and honorary fellow of the Institute of Direct Marketing, Ken has won two lifetime achievement awards.

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

## Giles Pegram CBE

Giles Pegram was appeals director at the NSPCC for 30 years. He is acknowledged as one of the UK's leading inspirational fundraisers and is also an experienced charity board member. Giles has reported to and delivered for trustee boards for over 30 years.

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.

*'Giles Pegram is one of the UK's truly great fundraisers. A world-class strategist and thinker, he is an inspiration to all those he has contact with.'*

Professor Adrian Sargeant.

Giles' interests include food, fine Burgundy and music.



## Alan Clayton

Alan is a trustee of the Depression Alliance and had a career as a senior fundraiser at Diabetes UK and Children's Aid Direct.

He then 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.

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.

Along with Ken, Alan has extensive international experience, having spoken and consulted around the world. He also coaches those new to fundraising and lectures on 'The business of doing good.'

Alan is an average golfer and a passionate mountaineer.

# Comments from similar high level events run by Clayton Burnett with Giles Pegram CBE

**‘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.’**

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.