

The Fundraising Academy for Trustees and CEOs

17-18th
September
2012
£995 +VAT

How to turn your board into a paragon of fundraising excellence.

Early bird:
book before 1st April
and save £50.

With special guest Giles Pegram CBE
17-18th September,
The Caledonian Club, London



Whether you're a charity CEO or the trustee of a not-for-profit organisation you won't want to miss one of the most eagerly anticipated events this Autumn.

The Fundraising Academy for CEOs and Trustees is a high-level, intensive two-day laboratory designed for charity leaders and board members who want to so excel in fundraising that they transform the very organisations and causes that they represent.

This pioneering initiative, brought to you by Ken Burnett, Alan Clayton and Giles Pegram CBE will address the difficult questions that every charity board should be asking:

- **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?
- **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?

There will be a lot more of course. By the end of the two days you'll come away with 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.

'I felt there was much I could take from the two days to look at in terms of strategy and organisational culture. In terms of the scope of the academy I can't think of anything I would add to the programme.'

Kate Worrall, Director of Finance, Guideposts Trust

Who should attend?

- Trustees and CEOs – together if possible.
- Fundraising Directors and their CEOs/Finance Directors.
- 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 better understand fundraising's potential for transformational change.
- Trustees or CEOs looking to create large-scale expansion of fundraising programmes.
- CEOs and Finance Directors 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.

'I was very pleased to have had the opportunity of joining the Academy.'

Richard Delderfield, Vice Chair,
Leukaemia and Lymphoma Research.

How can I book?

To book your place, simply contact Alan Bird:

Email: alan.bird@claytonburnett.com

Mobile: 07818675007

Web: www.claytonburnett.com

Early Bird: Book before 1st April and receive a £50 discount off your attendance fee.

Group discounts available for bookings of 3 or more participants. Check with organisers for more details.

About the Presenters



Ken Burnett

Ken Burnett is best known as the author of the classic *Relationship Fundraising*, the book credited with 'changing the agenda for fundraisers at the turn of the 20th century', and the *Zen of Fundraising*. Ken began his fundraising career with ActionAid back in 1977 where he later held the position of Chairman of Trustees from 1998 to 2003. In 1983 he founded Burnett Associates, the first marketing and communications agency in Europe working exclusively for non-profit organisations.



Giles Pegram CBE

Giles Pegram CBE was Appeals Director at the NSPCC for 30 years. He was responsible for crafting the ground breaking Centenary and Full Stop Campaigns that between them raised £265million. He is one of the UK's truly great fundraisers and a world.

He has received many honours in his career including a "Lifetime Achievement in Fundraising" award in 2002 from the Institute of Fundraising. In 2010 he was awarded a CBE.



Alan Clayton

Alan Clayton is one of the leading consultants, coaches, creatives and inspirational speakers on the world circuit and has worked with over 150 clients in the UK and abroad. His specialisms are creative strategy, donor insight and motivation. He has won a basket full of awards, and published much original research and theory. Alan is currently Director of Clayton Burnett Ltd and CEO of telephone fundraising agency R Fundraising. He is also a Trustee of Depression Alliance.