

The Powerful Fundraiser

The science and art of being brilliant, emotive and inspiring



WHEN?

MONDAY 23 MAY 2011

WHERE?

Plasterers' Hall, One London Wall

One-Day Conference

Your panel of expert speakers:



Alan Clayton

Director, Clayton Burnett



Dr Susanne Droste

*Neuroscientist and behavioural researcher,
Clayton Burnett*



Ken Burnett

Director, Clayton Burnett

www.institute-of-fundraising.org.uk/powerful2011

AT THE END OF THE CONFERENCE, YOU WILL:

- Be able to see, hear and feel like a donor, and match your behaviour and communications to truly connect with them
- Have gained huge insight into the changes in the donor pool, it's giving patterns, motivations and values
- Know how to communicate powerfully and emotionally with all generations of donors
- Have a list of actions to improve your own abilities, behaviours and communications power
- Be able to put emotion back into the heart of your fundraising programme
- Have the capability to unite your organisation behind your proposition

The Powerful Fundraiser

ABOUT THE CONFERENCE

There is plenty of evidence that brilliant fundraisers raise more money by having better understanding, skills and behaviours. The three presenters take over 50 years of direct fundraising achievement and add to it scientific insight and knowledge that explains why some fundraisers are hugely effective, whilst others are not. Alan and Ken have known for years that unleashing emotion raises much more money than dusty rational arguments. Dr Susanne Droste, neuroscientist and behavioural researcher, joins them to explain what actually happens in the body and brain of a donor when a fundraiser truly connects with them. All three will explain how to do it, too.

Whatever techniques are eventually used, a fundraiser is only truly powerful when they can stand in the donor's shoes, see what they see, hear what they hear and feel what they feel. This conference will help all fundraisers do just that, and adapt their behaviour and communications brilliantly.

It will also demonstrate a process whereby you can unite and motivate your entire organisation behind the propositions that donors really respond to.

WHO SHOULD ATTEND?

This conference is for anybody who has to communicate brilliantly with donors.

In particular, it is for anybody who:

- *Produces or manages creative work or marketing campaigns of any type.*
- *Communicates one to one with individual donors, foundations or companies.*
- *Manages fundraising staff or volunteers.*
- *Has the ambition to be one of the truly great fundraisers.*

Conference Programme 23 May 2011



ABOUT THE INSTITUTE OF FUNDRAISING

The Institute of Fundraising is the professional body for fundraisers and fundraising throughout the UK. As the largest individual membership body within the voluntary and community sector, representing some 5,000 fundraisers and 300 fundraising organisations, we work to develop, promote and champion excellence in fundraising.

For further information on all areas of the Institute's work visit:

www.institute-of-fundraising.org.uk

PLEASE NOTE

This programme may change due to unforeseen circumstances. The Institute of Fundraising reserves the right to alter the venue and/or speakers.

www.institute-of-fundraising.org.uk/powerful2011

ABOUT THE SPEAKERS

Alan Clayton



Alan is a Director of Clayton Burnett Ltd and is one of the leading consultants, coaches, creatives and inspirational speakers on the world circuit. He created charity marketing agency Cascaid in the UK in 1998 following a career working in-house in charity marketing. He ran Cascaid until 2008, when it merged to

form The Good Agency. Alan has worked with over 150 clients in the UK and around the world. His specialisms are creative strategy, donor insight and motivation. He has won a basket full of awards, and published much original research and theory. He also owns a hotel business and an events company. Alan's other area of work is as a trainer, coach, NLP practitioner and professional speaker. He has lectured at conferences and events around the world, always in an insightful and challenging manner. He is a keen mountaineer and golfer and is a trustee of the Depression Alliance.

Ken Burnett



Ken Burnett is best known as author of several books on donor development and communication, including 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*. Chairman of Trustees at

ActionAid from 1998 to 2003, Ken Burnett began his fundraising career with that charity back in 1977. In 1983 he founded Burnett Associates, the first marketing and communications agency in Europe working exclusively for non profit organisations. From 2002-2007 he was chairman of Cascaid, the marketing agency set up and run by Alan Clayton. Ken also writes on non fundraising themes, and recently brought out a book on natural history called *The Field by the River*.

Dr Susanne Droste



Dr Droste is the emotions expert. Susanne is a post doctorate neuroscientist and behavioural researcher working with Clayton Burnett to develop the emotional power of fundraisers and fundraising. Currently based between Frankfurt and London, Susanne has studied and completed research projects at

Johann Wolfgang Goethe University, the University of Rostock, the Max Planck Institute of Psychiatry, Ludwig-Maximilian-University and the Henry Wellcome Laboratories for Integrative Neuroscience and Endocrinology, University of Bristol. Susanne is also a qualified psychotherapist, hypnotherapist and practitioner of neuro linguistics programming. She has been published over twenty times and can finally, finally explain what happens in the brain and body when a donor receives an inspiring and effective fundraising appeal.

CONFERENCE TIMETABLE

This conference is made up of three two hour sessions:

Donor Power: What makes a donor tick? What changes are going on in the donor pool? Why do donors respond to some campaigns and offers, and not others? Why is inspiration becoming more important than duty?

Creative Power: Why do some campaigns and offers work, and some not? What kind of communications do different generations of donors need? Why is emotion so powerful? How can creative inspire donors, and colleagues?

The Power of You: How can I be a brilliant communicator and fundraiser? How can I unite and inspire my organisation? How can I change myself so I really connect with my donors? How can I become one of the truly great fundraisers?

TIMETABLE:

09:00 Introduction to the conference and speakers

09:20 **Donor Power**

11:20 Coffee

11:40 **Creative Power**

12:40 Lunch

13:40 **Creative Power** *continued*

14:40 **The Power of You**

15:40 Coffee

16:00 **The Power of You** *continued*

17:00 Close

Conference delegate rates

Please indicate the rate that applies to the delegate:

- Institute of Fundraising Individual Member Rate **£175**
IoF Individual Membership number: _____
- Non Member Not-for-Profit Rate **£225**
- Non Member Commercial Rate **£275**

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Call us on: **020 7840 1010** or visit:
www.institute-of-fundraising.org.uk/individual
for more information.

Easy Steps to Book Online:

1 Visit www.institute-of-fundraising.org.uk/powerful2011

2 Click to Book Online

General enquiries:

Tel: 0207 840 1040
Email: events@institute-of-fundraising.org.uk

Conference venue:

**Plasterers' Hall, One London Wall,
London, EC2Y 5JU**

Delegate details: (Please photocopy this form to register further delegates)

Title (Dr/Mr/Mrs/Miss/Ms) First Name: _____

Surname: _____

Organisation: _____

Job Title: _____

Address: _____

Town: _____

Country: _____

Postcode: _____

Email: _____

Telephone: _____

Special dietary and access requirements: _____

PAYMENT: Payment should be made prior to the event by cheque, bank draft or by BACS in pounds sterling.

Account Name: INSTITUTE OF FUNDRAISING
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Conference Registration, Institute of Fundraising, Park Place, 12 Lawn Lane, London, SW8 1UD FAX: 0207 840 1000

Registrations cannot be processed without a signature.

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PLEASE QUOTE THE REFERENCE CODE **CONF254** AND DELEGATE'S NAME IN YOUR CORRESPONDENCE

DATA PROTECTION

By entering your details in the fields above, you agree to allow the Institute of Fundraising to contact you regarding our services. If you do NOT wish to receive such communications, please tick. If you would like to receive mailings from other carefully selected companies, please tick.

CANCELLATIONS/SUBSTITUTIONS

Cancellations made before 23 Mar 2011 will be charged at 10% of the delegate fee. Cancellations made between this date and 23 Apr will be charged at 50% of the delegate fee. No refunds will be made for cancellations after this time. However, you can make a delegate substitution at any time. Cancellations and substitutions must be made in writing.

BOOKING CONDITIONS

Your place will be fully confirmed on receipt of payment. Payment must be received before the conference date.

SPECIAL ARRANGEMENTS

If you have any special requirements such as wheelchair access, please let us know in advance by contacting Sarah Middlemiss on 0207 840 1033.

PLEASE NOTE

The conference fee covers entrance to all sessions, access to audio recordings, electronic presentations, conference documentation, coffee/refreshment breaks and lunch. This programme may change due to unforeseen circumstances. The Institute of Fundraising reserves the right to alter the venue, sessions and/or speakers.