

EUROPEAN FUNDRAISING SCHOOL 2018

19th-20th June in Berlin
25th-29th June in Vienna



Take your fundraising
to the next level

Hello!

The Austrian Fundraising Association – in partnership with CFRE International, the American recognized certification in fundraising – is offering this customized and innovative training program: the European Fundraising School.

Taking place from 25th to 29th June 2018 in Vienna and for the very first time from 19th to 20th June in Berlin, it accommodates the recent educational needs and emphasizes the core principles of successful fundraising and fundraising innovation. Led by internationally renowned

trainers Eva Aldrich and Bernard Ross, the School will use the latest research and international best practice examples to help you maximize your organization's fundraising efforts.

At a Glance

	Berlin	Vienna																		
	<p>DEVELOPING MAJOR GIFTS Two-Day Workshop with Eva Aldrich ► 19th - 20th June 2018</p>	<p>FUNDRAISING INTENSIVE Three-Day Course with Eva Aldrich ► 25th - 27th June 2018</p> <p>BUILDING YOUR MAJOR DONOR JOURNEY Two-Day Workshop with Bernard Ross ► 28th - 29th June 2018</p>																		
Prices*	Non-members € 1.190,- Members € 1.090,- Early Bird Discount** - € 40,-	<table border="0"> <tr> <td>Non-members</td> <td>€ 1.390,-</td> <td>Non-members</td> <td>€ 950,-</td> </tr> <tr> <td>Members</td> <td>€ 1.290,-</td> <td>Members</td> <td>€ 890,-</td> </tr> <tr> <td>Early Bird Discount**</td> <td>- € 60,-</td> <td>Early Bird Discount**</td> <td>- € 40,-</td> </tr> </table> <p>Both courses:</p> <table border="0"> <tr> <td>Non-members</td> <td>€ 2.290,-</td> </tr> <tr> <td>Members</td> <td>€ 1.990,-</td> </tr> <tr> <td>Early Bird Discount</td> <td>- € 100,-</td> </tr> </table>	Non-members	€ 1.390,-	Non-members	€ 950,-	Members	€ 1.290,-	Members	€ 890,-	Early Bird Discount**	- € 60,-	Early Bird Discount**	- € 40,-	Non-members	€ 2.290,-	Members	€ 1.990,-	Early Bird Discount	- € 100,-
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Location	Haus der Wirtschaft Am Schillertheater 2 10625 Berlin In cooperation with  	Hotel & Palais Strudlhof Pasteurgasse 1 1090 Vienna																		
Information & Registration	http://school.fundraising.at																			

* Please note that these prices include food & drinks during coffee breaks and lunch. However, **accommodation is not included**. No VAT will be added.
 ** for members of Fundraising Verband Austria, Deutscher Fundraising Verband e.V., Swissfundraising and other member organizations of the European Fundraising Association until May 1st 2018

DEVELOPING MAJOR GIFTS

2 Day Workshop

In cooperation with

DEUTSCHER
FUNDRAISING
VERBAND



- 19th - 20th June 2018
- Haus der Wirtschaft, Berlin

Your organization wants to gain more major donors? Then this new course is the right one for you! It will show you how you address the challenges in developing major gifts. After the course you will achieve new levels of success with your major gifts program.



Eva Aldrich

is one of the most influential fundraisers in the USA. She is President and CEO of CFRE International, which offers the globally-recognized CFRE (Certified Fund Raising Executive) professional credential for philanthropic fundraising executives. Prior to this, she was Associate Director of Public Service and The Fund Raising School at the Center on Philanthropy at Indiana University.

You will learn how to

- Develop an **organizational vision for major gifts**
- **Organize** your major gift program
- **Provide and cultivate leadership** for your major gifts program
- Define the **roles of board and staff** in major gift fundraising
- **Manage major gifts processes**
- Use **current research** to guide your approach
- Forge **leadership partnerships**



„I highly appreciated the knowledge and expertise of Eva Aldrich at the European Fundraising School. It has been a great pleasure to follow her lessons and learn from her.“

Patrick Hafner

Fundraiser, Light for the World International

FUNDRAISING INTENSIVE

3 Day Course

- 25th-27th June 2018
- Hotel & Palais Strudlhof, Vienna

This three-day course is an intensive introduction to the core methods and principles of successful fundraising. You'll learn proven techniques in fundraising as well as strategies for building long-term philanthropic sustainability. At the end of the course, you will be able to create, implement, and evaluate a basic fundraising plan that will poise your organizations for success.



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You will learn how to

- Create a **fundraising plan** & develop a **case for support**
- Understand **donor behavior** and **motivation**
- **Identify the best methods** of fundraising, including multi-channel marketing using direct mail, SMS, web-based tools, and other methods
- **Work with major donors** to secure large gifts
- Wet up **strategies** for marketing **legacy giving**
- Assess **fundraising performance**
- Forge **leadership partnerships**



“It is not only essential to know things in theory, but also to reflect on your experiences with others. Therefore I can highly recommend the European Fundraising School.”

Monica Culen

CEO RED NOSES Clowndoctors International

BUILDING YOUR MAJOR DONOR JOURNEY

2 Day Workshop

- 28th-29th June 2018
- Hotel & Palais Strudlhof, Vienna

This intensive two-day workshop will give you the skills and confidence to explore the opportunities offered by the growth in High Net Worth Individuals (HNWI) and Ultra High Net Worth Individuals (UHNWI). It will be firmly rooted in the realities of European philanthropy and fundraising, exploring the differences from the US model.



Bernard Ross

is co-author of "Breakthrough Thinking for Non-Profit Organisations" and director of =mc (www.managementcentre.co.uk), a boutique management consultancy working worldwide for ethical organisations. With his talented colleagues at =mc he has created global fundraising strategies for the International Federation of Red Cross and Red Crescent Societies, WHO, UNICEF international and many more.

You will learn how to

- **Understand** the nature of **HNWI** and **UHNWI giving**
- **Fit major donors into your strategy** and portfolio
- Develop a **major donor case** for support and propositions
- **Make the Ask** – solicitation skills one to one
- Develop your **personal brand** as a major donor officer
- Create the **Major Donor Journey** – from first contact to success
- Build in **donor love** and **stewardship**



"The European Fundraising School was one of the most useful courses I have attended. I gained valuable knowledge and practical skills that I can share within my organisation."

Sofia Papadakaki
Trusts & Foundations Officer, CERN

Who should attend

- **Fundraising professionals** who want to learn and understand the core methods and principles of successful fundraising and fundraising innovation
- **Board members** who are interested in how fundraising works and about the important role of the board in fundraising
- **Volunteers** who are interested in fundraising basics to support their organization in fundraising
- **New professionals in fundraising** who wish to create a comprehensive and intelligent basis for their fundraising career

Why you should attend

- Learn **proven, effective and innovative** fundraising concepts, principles and methods and how to apply them ethically
- **Teaching methods** that help adult learners reach their goals
- **Internationally acclaimed curriculum** based on the most current research and established best practices
- **Internationally experienced trainers**
- **Network** in an international atmosphere
- **Great career prospects** due to internationally acknowledged education



After successfully participating in the European Fundraising School, participants will receive a **CERTIFICATE OF ACHIEVEMENT**. Both courses are **CERTIFIED BY CFRE**, the global standard for the fundraising profession.

THE Certified Fund Raising Executive® ADVANTAGE

Demonstrate your experience and knowledge of best practices in ethical fundraising with the independently accredited and internationally recognised CFRE® professional certification.



CFRE International

Certifying fundraising executives
Setting standards in philanthropy

■ COMPETENCE

Confirms your knowledge of global standards for fundraising best practice, accountability, and ethical conduct.

■ CAREER ADVANCEMENT

Makes you part of an international network of leaders in professional fundraising with expanded career opportunities and earning power.

■ CREDIBILITY

Distinguishes you as a dedicated professional who keeps pace with the latest fundraising developments in Europe and around the globe.

■ COMMITMENT

Makes a public statement of personal dedication to uphold the ethics and integrity of the global fundraising profession.



Learn more and apply at: www.cfre.org

The CFRE® exam is available at hundreds of testing centres throughout Europe.

Contact

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Registration

<http://school.fundraising.at>

in cooperation with

DEUTSCHER
FUNDRAISING
VERBAND



CFRE International
Growth through fundraising processes
Setting standards in philanthropy



Fundraiser
magazIn

Imprint

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