

EUROPEAN FUNDRAISING SCHOOL 2019

24th-28th June in Vienna



Take your fundraising
to the next level



FUNDRAISING
VERBAND AUSTRIA

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.

Hello!

Taking place from 24th to 28th June 2019 in Vienna, 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

Alex Buchinger, the School will use the latest research and international best practice examples to help you maximize your organization's fundraising efforts.

At a Glance

Program

	FUNDRAISING INTENSIVE – IMPROVE YOUR IMPACT 3-Day Course with Alex Buchinger ► 24 th - 26 th June 2019	RAISING MORE MONEY WITH MAJOR GIFTS 2-Day Workshop with Eva Aldrich ► 27 th - 28 th June 2018												
Prices*	<table><tbody><tr><td>Non-members</td><td>€ 1.390,-</td></tr><tr><td>Members</td><td>€ 1.290,-</td></tr><tr><td>Early Bird Discount**</td><td>- € 60,-</td></tr></tbody></table>	Non-members	€ 1.390,-	Members	€ 1.290,-	Early Bird Discount**	- € 60,-	<table><tbody><tr><td>Non-members</td><td>€ 950,-</td></tr><tr><td>Members</td><td>€ 890,-</td></tr><tr><td>Early Bird Discount**</td><td>- € 40,-</td></tr></tbody></table>	Non-members	€ 950,-	Members	€ 890,-	Early Bird Discount**	- € 40,-
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Location	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 2019



“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

FUNDRAISING INTENSIVE – IMPROVE YOUR IMPACT

3-Day Course

➤ 24th-26th June 2019 ➤ Hotel & Palais Strudlhof, Vienna

Your organization is depending on you to lead the way to fundraising success! Whether you are a new or experienced fundraiser, the keys to success are the same: great fundraising requires an active and positive attitude, knowledge of key principles of ethical fundraising, solid strategy, and an ability to prioritize to get things done. This three-day course is an intensive introduction to core methods and principles of successful fundraising. You'll learn proven techniques in fundraising – things you can implement immediately to make your organization's fundraising stronger – as well as strategies for building long-term philanthropic sustainability.



Alex Buchinger

As a proven social marketing and fundraising expert, Alex Buchinger advises nonprofit organizations in Austria and Germany on the creation and implementation of marketing and fundraising concepts. 20 years of management experience as managing director or marketing and fundraising director in various large non-profit organizations and fundraising agencies form the basis for his current activity as a self-employed organizational consultant, Business Coach and Trainer.

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 for annual operating support, including multi-channel marketing using direct mail, face-2-face fundraising, telephone marketing, web-based tools, and other methods
- Assess **fundraising performance**



“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

RAISING MORE MONEY WITH MAJOR GIFTS

2-Day Workshop

➤ 27th - 28th June 2019 v ➤ Hotel & Palais Strudlhof, Vienna

Every organization has the opportunity to raise more and bigger gifts from major donors. In this course, you will learn how to work with major donors effectively, identify their potential, keep them engaged and organize your major gift 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**
- Use a **consistent method for effective donor engagement**
- Identify **potential major donors**
- Develop **customized engagement strategies** for major donors
- Identify and execute **major donor cultivation** and solicitation methods
- Provide **superior stewardship** after the gift
- **Keep the major donor engaged** with your organization so that the donor gives again – and again
- **Organize your major gift program** so you can effectively work with multiple major donors at the same time



„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, Vienna University of Economics and Business
Fundraising Consultant

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.

Commit. Excel. Lead. Be a CFRE.

Visit www.cfre.org to learn how becoming a Certified Fund Raising Executive can benefit your career.

EFA members save 20% OFF the application fee



