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A VERY SPECIAL SUMMIT & WORKSHOP

Extraordinary
**DONOR
JOURNEY
2018**

Learn how to transform your fundraising program in one day and raise more money by adopting donor-centred practices from some of the world's leading practitioners and thinkers.

FOUR INTERNATIONAL FUNDRAISING LEADERS
FOUR CITIES // **FOUR** DAYS

fpmagazine.com.au/EDJ2018

AUCKLAND

December 3

MELBOURNE

December 5

BRISBANE

December 6

SYDNEY

December 7

About the **EXTRAORDINARY DONOR JOURNEY**

Placing the donor first, long before they even become a donor, may be a disruptive concept for some organisations, but if you can shift the paradigm, you will raise significantly more money for your mission.

Featuring four internationally-renowned speakers, the *Extraordinary Donor Journey* is a one-day curated summit and workshop for fundraisers and sector leaders to explore a timely topic, in-depth, and for practical application.

The summit will focus on the only person who truly matters in fundraising – the donor. In the face of pervasive technology, greater competition and increased regulations around privacy and donor access across the globe, there's never been a more important time to be #Donor-centred.

In conjunction with *Global Philanthropic's* #TalkingPhilanthropy series, this one-day summit and workshop will inspire you with new thinking and arm you with the skills and practices to transform your organisation into a donor-centred fundraising success story.

PROGRAM

7:45am

Registration / arrival tea & coffee

8:30 – 8:40am

Welcome & introduction

8:40 – 10.10am

Session 1: **Simone Joyaux**

10.10 – 10.40am

Morning tea

10:40 – 12.10pm

Session 2: **Stephen Pidgeon**

12.10 – 1.10pm

Lunch/networking

1.10 – 2.40pm

Session 3: **Guy Mallabone**

2:40 – 3.10pm

Afternoon tea

3.10 – 4.40pm

Session 4: **Bernard Ross**

4:40 – 4:50pm

Closing comments



SIMONE JOYAUX

Simone is described as “one of the most thoughtful, inspirational, and provocative leaders in the philanthropic sector worldwide.” She particularly likes “provocative.”

Through her consultancy, *Joyaux Associates*, Simone has worked with literally hundreds of organisations over 30 years. She has worked with all-volunteer organisations with tiny budgets through to huge organisations with hundreds of staff and multi-million-dollar budgets. Simone is an expert in fundraising, governance/boards, strategic planning, and she often acts as a coach and mentor for clients.

She's written three books including *Keep Your Donors*, *Strategic Fund Development* (now in its third edition) and *Firing Lousy Board Members* and contributed to many others.

Simone speaks worldwide at some of the best-known fundraising and nonprofit conferences and she also teaches in the master's program in Philanthropy and Development at *St Mary's University of Minnesota*.

So just what is an Extraordinary Donor Journey

Simone's session focuses on 'the right stuff' to produce an incredible donor journey. Things like: curious research findings to shock your boss and board; loyalty as the Holy Grail of any business; the triumph of emotions; extraordinary experiences; together we'll play the customer-centred game; maybe we'll play complain and whine, too - and who knows what else?

We'll talk about how to engage your board members in the work (and joy!) of sharing extraordinary experiences ... what extraordinary experiences might work best for your organisation...and how to build these into your fundraising plan.



STEPHEN PIDGEON

Stephen works with nonprofit organisations to develop strategy and creative that raises millions.

As a fundraising executive and consultant for 35 years he has provided creative and strategic support to nonprofits, universities and arts organisations across the world and in particular: UK, Norway, Canada, USA, Ireland, Denmark and New Zealand.

Stephen is a visiting Professor of Direct Response Fundraising at the *Hartsook Centre for Sustainable Philanthropy*, Plymouth University. He recently received the *Institute of Fundraising's (UK)* Lifetime Contribution Award, and his first book, *How to Love Your Donors ... to Death*, was published in 2015. He recently contributed to the latest edition of the definitive text on legacy marketing, *Legacy and In-Memory Fundraising*.

He is widely regarded as one of the best fundraising speakers in the world. He has spoken at the prestigious *International Fundraising Congress (Netherlands)* for twenty-five years, and he regularly appears at the *Association of Fundraising Professionals (USA)* and *Institute of Fundraising (UK)* annual conferences.

His passion is Minor Donor Fundraising. It's a term he coined for the fundraising that brings in small gifts from many people. Minor Donors, he argues, have the potential, when they die, to make gifts that eclipse all but the biggest Major Donor gifts. So they should be treated with the special importance this potential earns them.

Copy and creative to inspire Extraordinary Donor Journeys

Fundraising copy that struggles describes the astonishing work of the nonprofit, backing it up with strong statistics and arguing the case for support. Nothing is more boring to those outside the organisation. It does not satisfy the reasons donors give... so they don't. More recently we hear exhortations to 'tell stories', but these are simplistic solutions and very often fail to produce response.

In this session, Stephen will reveal the secret techniques agencies use to produce winning fundraising copy. Fundraisers who are seeking a more committed response from supporters must first connect with them. And that requires a clear connection device; in agency terms, a concept. You'll learn how to find these 'big ideas' and then how to translate them into copy that is irresistible. A session sprinkled liberally with exercises, check lists and new ways of thinking to transform the success of your appeals, and fight the chaos of inaction.



GUY MALLABONE MA, CFRE

Since 1980 Guy has successfully led numerous fundraising campaigns and major gifts programs, and he is widely regarded as one of the world's leading experts on major gifts fundraising.

Guy is the President and Chief Executive Officer of *Global Philanthropic Canada*. He is a sought-after speaker and trainer and has presented keynote and workshop sessions at numerous international conferences in Canada, the United States, Europe, South Africa, and Australasia. His masterclass workshop on major gifts at the 2017 *International Fundraising Congress* in The Netherlands received the highest attendee evaluation scores.

Guy is editor and author of the recently released best-selling book, *Excellence in Fundraising in Canada*; the professional assessment book *The Fund Development Audit*; and numerous articles and research papers.

He is currently an Adjunct Professor for the Masters in Fundraising program at the *University of Bologna*, Italy, and a member of the Program Advisory Committee for *Carleton University's* Masters' Program in Philanthropy and Nonprofit Leadership.

Guy has been recognised by two Canadian chapters (Calgary and Edmonton) of the *Association of Fundraising Professionals*, as the annual Outstanding Fundraising Professional.

The Extraordinary Major Donor Journey

This is a workshop of transformation and disruptive thinking, and it will be impossible for you to approach major gift cultivation and solicitation the same way again.

Guy will reinforce donor centric practices of balancing donor

interests against organisational priorities. He will discuss transparency; cultivation and solicitation (asks); and metrics to measure performance and outcome.



BERNARD ROSS

Bernard is an internationally regarded expert in fundraising, strategic thinking, change leadership, innovation and organisational transformation.

In the last five years Bernard has raised funds to: renovate France's most iconic monument; build a museum in Patagonia to house the largest dinosaur that ever lived; and created the case to safeguard the last 750 gorillas in the Rwandan rainforest.

In between, with his talented team of colleagues, he's created multi-billion-dollar global strategies for the *International Federation of Red Cross and Red Crescent*, *MSF*, and *UNICEF International*.

On the rare occasions he's in the office he's a director of *The Management Centre (=mc)*, a management consultancy working worldwide for ethical organisations.

Over his 25-year career specialising in the nonprofit sector he has written four award-winning books on a range of topics including innovation, influence and strategy. *Global Fundraising*, which won the Skystone Award in the USA, is the first fundraising book to be translated into Chinese and was published by *University of Shanghai Academic Press* in 2018. His fifth book, *Change for Good - Behavioural Economics for a Better World*, was published in June 2018.

The Extraordinary Journey inside your donor's brain

Bernard's workshop will focus on what leading edge science in neurology and behavioural economics can tell us about the mental journey our donors make to take decisions about who to support. In a challenging session he'll show that much of what is regarded as fundraising 'best practice' is plain wrong and share new insights that will help you genuinely understand donors and help them engage with your cause. We'll roam across channels - from digital to face-to-face, and from regular givers to bequestors.

The session will combine powerful frameworks and case studies from Bernard's work globally with organisations as diverse as *UNICEF* and *MSF* as well as museums, universities and social change campaigns.

In the workshop, you'll have the chance to:

- improve your understanding of decision science and how to apply it
 - take part in a number of practical exercises
 - be able to review and improve your donor communications
- Most important you'll leave with a practical plan you can put in place – and take action on.

HOW TO REGISTER

Options to register and pay are:

- 1 Online
fpmagazine.com.au/EDJ2018
- 2 Complete this form and return to
Suite 1, 12 Alma Rd
New Lambton NSW 2305
e akaruso@bomborapublishing.com.au

ESSENTIAL INFORMATION

Venues

AUCKLAND – Monday 3 December

Grand Mercure Auckland,
8 Customs Street East, Auckland, NZ

MELBOURNE – Wednesday

5 December Rydges Melbourne,
186 Exhibition Street, Melbourne VIC

BRISBANE – Thursday 6 December

Rydges South Bank, 9 Glenelg Street
Brisbane QLD 4101

SYDNEY – Friday 7 December

Rydges World Square
389 Pitt Street, Sydney NSW 2000

Accommodation

It is the responsibility of delegates to arrange their own accommodation if required.

Insurance

Whilst *Bombora Publishing* carries appropriate insurance for the conference, it will not accept any liability for damages of any nature sustained by participants or their accompanying persons or for loss or damage to their personal property. It is recommended that you take out appropriate travel and medical insurance before travelling to the conference.

Inclusions

Arrival tea/coffee; morning tea, lunch & afternoon tea; course notes

Cancellation

Cancellations must be made in writing to akaruso@bomborapublishing.com.au no later than 2 November 2018. A 50% cancellation fee applies. Cancellations received after this date will not be eligible for a refund, however registrations may be transferred.

Enquiries – Registration

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Enquiries – Program

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REGISTRATION FORM/TAX INVOICE ABN: 98 111 363 449

REGISTRATION DETAILS

Mr/Mrs/Ms/Miss

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Job title

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Special requirements (for example, dietary, wheelchair access etc)

Delegate list for delegates A delegate list will be made available to other conference delegates, but limited to delegate name, job title, company and state. If you do NOT wish to be included in this list, tick to opt out.

Delegate list for sponsors and exhibitors Our sponsors provide a range of relevant and valuable services. Tick here to opt out if you do NOT wish your name, job title, company and email address to be provided to sponsors.

INVESTMENT (please circle appropriate registration category) All rates are quoted in Australian dollars and are inclusive of 10% GST, payable by Australian delegates.

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Sydney	\$699	\$799	\$899	\$873.75	\$998.75	\$1,123.75

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