

DSC

Focus on **Corporate Fundraising**

Workshops £35
Day rate £130

Raise Money from Companies – ten workshops to help you to succeed



11 JULY 2013 - DSC, EUSTON, LONDON NW1 2DP

Organised by:

DIRECTORY OF SOCIAL CHANGE



Focus on Corporate Fundraising

WHY SHOULD YOU ATTEND?

This is a chance to learn from experienced trainers in the field, funders themselves and the latest research on corporates and what they are looking for. You can choose from a range of topics, all focused on different aspects of corporate fundraising and create your own personalised day.



Dr Catherine Walker

Take advantage of free plenary sessions: DSC's senior researcher, Dr Catherine Walker will be speaking after the morning welcome about her latest findings from *The Company Giving Almanac*. Denise Lillya, author of DSC's latest *The Guide to UK Company Giving*, will speak about her findings during the free panel session after lunch.

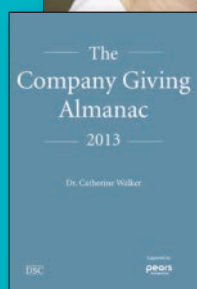
There is a Free Demonstration of DSC's website companygiving.org.uk

Sign up for free one-to-one fundraising coaching with Chris Wells. Book in advance by calling Beach Bagenal on 020 7391 4816.

Join us at the end of the day for a free glass of wine and to hear about DSC's corporate campaign and learn how you can support us.



Chris Wells



Denise Lillya



Book online now:

www.focusonfundraising.org.uk

@DSC_Charity

For top tips, special offers, updates

10.00 – 10.30

Welcome and introduction from Debra Allcock Tyler CEO, followed by an overview of the current corporate fundraising climate by Dr Catherine Walker, author of *The Company Giving Almanac*.

10.30 – 11.30

Introduction to Corporate Fundraising

The world of corporate philanthropy is changing. If you are new to this kind of fundraising, are you making the right partnership approaches and maximising the opportunity to build strong relationships? If your organisation is currently working with a corporate partner or wants to better understand the process, this session will look at how to effectively assess the long-term strength of your corporate database and how you can identify new companies for strategic relationships.

Speaker: Chris Wells

CF1

11.45 – 12.45

Account Management

Efficient account management is an integral part of the relationship with a corporate partner and key to further developing and expanding the partnership in the future. The session will explore the essential factors you need to take into consideration in order to successfully manage a corporate account, and looks at the importance of communication as well as the in-depth knowledge and understanding needed of the partnership contract.

Speaker: Layla Moosavi

CF2

10.30 – 12.45 MASTERCLASS

Developing your Corporate Fundraising Strategy



Most charities have dipped their toe in the water when it comes to corporate fundraising. Perhaps a supporter has opened the door to their company or a supplier has sponsored an event you are running. However, to be more proactive and take things to the next level careful thought and planning is needed to ensure resources are used effectively and income maximised. This session will take you through the stages of developing a corporate fundraising strategy to help your charity achieve its vision for this exciting area of fundraising.

Speaker: Valerie Morton

CF4

10.30 – 11.30

Selling to Stand Out in a Crowd

Corporate fundraising is changing fast. This session will show you how consultative selling enables your charity to build and maintain strong relationships, based on mutual benefit.

Speaker: Panikos Efthimiou

CF7

11.45 – 12.45

Making Payroll Giving Work



Making Payroll Giving work - The A to Z of payroll giving, simply put, in one hour flat. The potential is enormous!

Speaker: Panikos Efthimiou

CF8

12.45 – 13.45: LUNCH Valerie Morton will speak about her book, *Corporate Fundraising*

13.45 – 14.15 Denise Lillya, author of *The Guide to UK Company Giving* will speak about what corporates are looking for, followed by a Q&A panel session. (FREE)

14.15 – 16.30 MASTERCLASS



Pitching to Win

How you prepare and then pitch to a company is a vital part of securing that partnership. This session will offer top tips on techniques, preparation and an opportunity to try out your pitch, if you wish...so come prepared!

Speaker: Panikos Efthimiou

CF3

14.15 – 15.15

Corporate Fundraising from the Corporate's View Point

What corporates want and what charities want may not always be the same. If you want to win over your sponsor, you need to address their needs as well as campaign for your own cause. This session will give you tips and insights from the funder's own perspective and how to work with your corporate to get the best from the relationship.

Speaker: Stephi Brett (Sainsburys)

CF5

15.30 – 16.30

Winning Tips for Completing Applications and Proposal Writing

Corporate fundraising is all about building relationships, but at some stage you are likely to have to complete an application form or submit a proposal. This session will give you all the top tips for making your application or proposal stand out and help you to appreciate the corporate perspective.

Speaker: Valerie Morton

CF6

14.15 – 15.15

Managing a "Charity of the Year" Partnership

Being adopted by a company is still one of the most sought after corporate partnerships. Good management can make an enormous difference to the financial outcome, the reputation of your charity and the chances of winning future adoptions. Come to this session to find out about the principles of managing an effective partnership and a step-by-step approach to success.

Speaker: Valerie Morton

CF9

15.30 – 16.30

Networking

It's not what you know, it's who you know!! Powerful networking can make all the difference in finding the help your organisation needs. You'll leave this fun, interactive session with practical tips to help you become a brilliant networker.

Speaker: Mike Phillips

CF10

