

# Great Fundraising Masterclass



with Alan Clayton and  
Professor Adrian Sargeant

18<sup>th</sup> – 20<sup>th</sup> November 2019

£1,950 + VAT\* \*\*

\* VAT charged at 20%

\*\*£1450 + VAT per seminar if you attend both The Great Fundraising Masterclass and the Fundraising and Branding Masterclass on the 20th-22nd of November 2019.



# How do you grow your organisation's income... ...dramatically AND sustainably?

**This masterclass is an outstanding opportunity to learn the cultures, behaviours and leadership required for your organisation to achieve great fundraising and grow your organisation and income significantly.**

Former delegates have applied their learning and increased the income of their organisation dramatically, some by several hundred per cent. The Great Fundraising Masterclass is based on academic research and tested in the real world. The approach has been proven to work for organisations around the world supporting a great variety of causes.

## At the end of this masterclass, you will be able to answer the following questions:

1. How have others managed to achieve Great Fundraising?
2. How can fundraising drive your organisation's mission?
3. How can you make your organisation unite behind and become proud of their fundraising?
4. What do you need to have in place to release great investment in fundraising, and what can this investment achieve?
5. How can your leadership and inspiration drive fundraising performance?
6. How do you support a continuous learning culture as the secret to innovation and growth?
7. How do you find the single proposition that unites and drives the organisation?

## When you return to your organisation, you will be able to:

1. Harness the learnings of other organisations and apply them to your own context.
2. Set the right level of ambition for your organisation.
3. Analyse and apply new strategies to deal with the conflicts that hold back your fundraising.
4. Create your own strategy for increased investment in fundraising.
5. Focus your leadership on the things that really matter in driving performance.
6. Improve your organisation's ability to learn and apply its learnings to create growth.
7. Evaluate your organisation's proposition based on your expanded knowledge of Great Fundraising.

## LEARNING STYLE

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and real-life case studies, with particular reference to the Great Fundraising Research, which is available [acapf.com](http://acapf.com).

## WHO SHOULD ATTEND?

You are not necessarily a fundraiser but you are a leader. This seminar is for chief executives, leadership team members, trustees, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.

## WHERE?

The Inch, with its gorgeous location overlooking Scotland's most famous loch, is a place of inspiration, perspective and energy. It is a perfect retreat from the hustle and bustle of daily life to enable you to focus on growing your organisation.

**To find out more visit [inchhotel.com](http://inchhotel.com)**

## WHEN?

### 18th – 20th November 2019

The seminar begins at 09:00 on the 18th of November 2019 and finishes at 13:00 on the 20th of November 2019.

Please plan to arrive the evening before. Your attendance fee covers all sessions, as well as seminar materials, accommodation, food, and your transfer from Inverness Airport or train station.

**"Thank you for the experience, for challenging my thinking and providing me with clarity. It has been a great pleasure and extremely rewarding."**

Joe Azoulay,  
Epilepsy Foundation



## ALAN CLAYTON

Alan Clayton is the founder of ACA Philanthropy and Fundraising, and works to develop great fundraising leaders in charities, non-profits and NGOs globally. He is an uncompromising force for rapid and dramatic change and growth, fuelled by inspiration and creativity but always based on the facts.

After a career in national charities, Alan spent ten years running a full-service agency. The last ten years, he has been working as a speaker and consultant to help more than 350 charities across the globe achieve great fundraising. Alan is also chairman of the Inch Hotel, Loch Ness.



## ADRIAN SARGEANT

As the world's leading fundraising academic, Adrian Sargeant is passionate about achieving massive growth in philanthropy. All his work is focussed on achieving that by developing the value that donors get from their giving. He specialises in the new science of philanthropic psychology, a science that is routinely doubling the income for those charities that apply it.

Formerly the first Hartsook Chair of Fundraising at the Lilly Family School of Philanthropy at Indiana University, Adrian is now Director of both ACA Philanthropy and Fundraising, and The Institute of Sustainable Philanthropy. Adrian has received many awards for his services to the profession and is a prolific author and educator.



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To book or discuss the masterclass in more detail,  
email **malene.fregil@acapf.com** or call **07881 285514**