

GREAT FUNDRAISING MASTERCLASS

Your opportunity to learn the culture, behaviours and leadership required for your organisation to grow your fundraising income significantly.

27 - 29 JANUARY 2025

"If you're sincere about achieving your goals there is only one place to start: the Great Fundraising Masterclass. It is not easy no, but it is simple."

Mensen met een Missie

WWW.NASSAU.NU

ABOUT

The Great Fundraising Masterclass is an intensive, in-depth seminar that offers action-orientated training that will create ideas, unite teams and unlock solutions to the challenges that stop you achieving mission-driven income growth.

Based on academic research and taking inspiration from global case studies the Revolutionise team will help you design your unique roadmap to Great Fundraising success.

In just three days, you will gain:

- Clarity and the belief needed to apply the principles of Great Fundraising to your own organisation - with a focus on non-profits in the Netherlands.
- Focus and energy from viewing your organisation from a fresh perspective.
- The tools and confidence to radically change the internal culture of your whole organisation behind fundraising growth.
- Strategies for increased fundraising investment.
- Insight to create communications that emotionally unite your organisation, donors and service users behind your mission.
- A broad understanding of the leadership style required to create and sustain momentum needed to accelerate your fundraising.

YOUR FREE BOOK



Nassau Fundraising brings you the exclusive premier of the new book by Alan Clayton. When you attend the Great Fundraising Masterclass you will receive a free copy of 'Great Fundraising Organizations' ahead of its global launch.

Backed by 20 years of data and insights from over 500 organisations, this book will reveal what sets top charities apart in scaling their fundraising.

And it is perfect to share with your non-profit after you have attended the Great Fundraising Masterclass.

STRUCTURE & APPROACH

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies from around the world.

Based on the findings of the Great Fundraising Report – by the leading fundraising Professors, Adrian Sargeant and Jen Shang – we will show you how the learnings can be used regardless of your size, structure or mission. Great Fundraising can work for any non-profit.

Our focus is for you to gain clarity and belief that you can achieve significant income growth. During our time together you will take inspiration from some of the 400 organisations that have been trained in Great Fundraising and you will benefit from our action learning into the behaviours that drive growth.

You can download the research at www.revolutionise.com/research

Who is the Great Fundraising Masterclass for?

The programme has been designed for fundraising leaders and executives who would like to strategically grow their fundraising income for the long-term. It is particularly beneficial for non-profits who would like to overhaul how fundraising is viewed in their organisation in terms of culture and investment.

PROGRAMME SUMMARY

Start: Monday 27th Jan at 09:00

Finish: Wednesday 29th Jan at 13:00

Sunday

- Arrivals from 15:00.

Monday

- The Great Fundraising research.
- A New Ambition.
- Stories and emotions.
- Creating Great Fundraising communications.
- The building blocks of Great Fundraising.

Tuesday

- Donor identity and needs.
- Leading a Great Fundraising organisation.
- Building a fundraising culture.
- Finance and Great Fundraising.
- Branding, communications and Great Fundraising.

Wednesday

- Emotional storytelling.
- Creating focus, energy and action.
- No compromise.

To get the maximum benefit we recommend that several members of your team attend the Great Fundraising Masterclass to apply the learnings to your organisation.

VENUE

The Hotel Zonne is situated in the beautiful dunes of Noordwijk aan Zee, in the Netherlands. At 100 metres from the sandy beach and sea, it is the perfect retreat away from the hustle and bustle of daily life to enable you to focus on growing your organisation.

PRICE

The cost of this three-day seminar is €2,595 +VAT

- All accommodation and meals are included in this price.
- You will need to cover the cost of travel to Noordwijk and any bar bills.

BOOK

Online: www.nassau.nu

For questions and queries,

please contact:

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or call: +31 (0)20 520 65 55

TESTIMONIALS

"The masterclass was both well-supported theoretically and nicely practical. Through the exercises and assessments we did together over the days, I left with a clear roadmap and action list to move forward with Great Fundraising in my organisation. Highly recommended!"

Carrie van der Kroon, Defence for Children

"Our Great Fundraising journey with Revolutionise and Nassau Fundraising united the team behind an ambitious mission and has given us wonderful growth in donors and fundraising income to make a major impact for children with disabilities in the Netherlands."

Henk-Willem Laan, Stichting het Gehandicapte Kind

Past attendees include:

- ALS Nederland
- Amnesty International Nederland
- Cliniclowns
- Defence for Children Nederland
- Greenpeace Nederland
- Hartstichting
- Jantje Beton
- Kansfonds
- Nationaal Fonds Kinderhulp
- SOS Kinderdorpen
- Stichting het Drentse Landschap
- Stichting het Gehandicapte Kind
- Stichting Vrienden van het Sophia
- Vogelbescherming
- Wakker Dier

SPEAKERS AND TRAINERS



Hans Broodman

Partner - Senior Consultant, Nassau Fundraising

Hans Broodman is a partner and senior consultant at Nassau Fundraising: the sparring partner for charities that want to get more results from their fundraising. Before becoming a partner at Nassau Fundraising, Hans worked in Head of Fundraising roles at Natuurmonumenten, War Child, Greenpeace International, ReumaNL and KWF Kankerbestrijding. Together with Revolutionise and the rest of the Nassau Fundraising team, Hans has supported various Dutch organisations to become a Great Fundraising organisation.



Kerry Vandersypen

Client Services Director, Revolutionise International

Kerry has led on the delivery of the Great Fundraising programme for 15 years both as a client and consultant at Revolutionise. For the past eight years she has helped non-profits around the world increase their long-term ambition and position themselves for growth to deliver their mission.

ABOUT REVOLUTIONISE

Revolutionise combines the skills, knowledge and attitude of a purpose consultancy, management consultancy, behavioural design agency, creative agency, personal development consultancy and leadership coach. This makes us an **accelerator for people with purpose.**

Our UK headquarters is located at our residential retreat, the [Loch Ness Centre](#). We also have team members located in New Zealand, Australia and the USA and partners like Nassau Fundraising.

Our team works with clients all over the world and will travel to venues that work for you. We all work virtually too.