

Cracking the campaign code

Thursday 9 November 2017
Caledonian Club, London SW1

Timing	Content	Speaker
10.00	Coffee and registration	
10.30	Introduction and objectives <ul style="list-style-type: none"> Welcome and aims of the day Housekeeping Speaker introduction 	IDPE Chair of session
10.35	The key pillars mounting a successful school-wide capital campaign: <ul style="list-style-type: none"> The case: creating a compelling case The constituents: analysing constituents, segmenting data, engaging stakeholders and building the inner circle of high-level donors The catalysts: the importance of dedicated fundraising staff, a committed head and governors, appropriate campaign volunteers and an efficient infrastructure 	Fiona Kirk
11.45	Coffee break	
12.00	The realities of life: A case study of the Perse School's Performing Arts Centre and lessons learnt	Maša Amatt
13.00	Lunch	
13.45	Breakout session Fiona and Maša will lead this interactive session, enabling delegates to hone in on individual challenges	Fiona Kirk & Maša Amatt
14.55	Coffee break	
15.15	Group discussion to explore identified challenges of running a capital campaign and proposed solutions Opportunity for delegates to identify how they will address the specific challenges of running a capital campaign in their school	Fiona Kirk & Maša Amatt
16.00	Close	