



Building relationships that last

Thursday 21 November 2019 The Caledonian Club, London SW1

Timing	Content	Speaker
9.30	Coffee and registration	
10.00	Introduction and objectivesWelcome and housekeepingSpeaker introduction	IDPE Chair of session
10.05	 Donations vs Gifts Understanding the difference is the key to understanding donor motivations Motivations for giving What drives the relationships you want to build? Why do people feel inspired to give? Round table discussion Preparing a Major Gifts Programme Setting up for success – What does 'major gifts' mean to your organisation? What can you deliver internally? 	Andrew Day Chris Goldie
11.30	Coffee/tea break	
11.50	 Preparing a Major Gifts Programme Feasibility, leadership, resources and timescales Crafting your case for support How do you tell a fundraising story that builds and strengthens relationships? 	Andrew Day Chris Goldie
13.00	Lunch	
13.45	Launching your Programme Starting with success Stewardship How do you ensure those relationships will last?	Andrew Day Chris Goldie
14.55	Coffee/tea break	
15.15	 Five Fundamentals of Fundraising Ensuring the most successful financial results whilst retaining the reputation and integrity of your organisation Round-up Open discussion. Organisation-specific questions of challenges attendees are facing. 	Andrew Day & Chris Goldie Andrew Day
16.00	Close	

