

REVOLUTIONISE

GREAT FUNDRAISING MASTERCLASS IN MELBOURNE & SYDNEY

We are delighted to offer The Great Fundraising Masterclass in person – giving you the building blocks to achieve long-term sustainable growth.

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 teach you how to design your unique roadmap to Great Fundraising success.

Over three days you will gain:

- **Clarity and the belief needed to apply the principles of Great Fundraising to your own organisation.**
- **Focus and energy by viewing your organisation with 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.**
- **A broad understanding of the leadership style required to create and sustain momentum needed to accelerate your fundraising.**

Who is the Great Fundraising Masterclass for?

The program has been designed for CEO's, executives and fundraising leaders who want to strategically grow their fundraising income for the long-term. It is particularly beneficial for non-profits where fundraising has become blocked or stale or who would like to overhaul how fundraising is viewed in their organisation in terms of culture and investment.

The Great Fundraising principals can be applied any charity whether large or small, historic, or new!

We recommend, if possible, for two (or more) people from your organisation attend to get maximum benefit. This will help drive the culture and learnings within your organisation.

“The fundraising masterclass is exceptional – a practical blend of proven theory and creative work in an emotional space, that gives you everything you need to super charge your fundraising.”

Nick Carroll, Director of Fundraising, Together for Short Lives



THE GREAT FUNDRAISING MASTERCLASS

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LEARNING STYLE

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies from around the world. It is based on the findings of the Great Fundraising Report – by the leading fundraising Professors, Adrian Sargeant and Jen Shang – and tested in the real world.

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

PROGRAM

Day 1

ALL DAY - 09:00 start

- The Great Fundraising research
- Leading a Great Fundraising organisation
- The Building Blocks for Great Fundraising
- Meeting donor needs

Day 2

ALL DAY - 09:00 Start

- Finance and Great Fundraising
- Branding, communications and Great Fundraising
- A New Ambition
- Finding focus

Day 3

HALF DAY - Ends at 13:00

- Building a fundraising culture
- Emotional story telling
- Getting going with Great Fundraising
- No compromise

Day three will wrap up with a Networking and Reflection Group Lunch.

Day one and two – registration and coffee 8.30am, start 9.00am, finish 5.00pm

Day three – start 9.00am, finish 1.00pm. Networking lunch 1-2pm

WHERE?

MELBOURNE – Wednesday 17th July – Friday 19th July
[Saint Kilda Beach Hotel](#)
[35-37 Fitzroy Street, St Kilda](#)

SYDNEY – Monday 22nd July – Wednesday 24th July
[Karstens](#)
[111 Harrington Street, Sydney](#)

PRICE

Ticket Type	Early Bird (Until 31st May)	Full Price
FIA Member	\$1,650	\$1,799
Non-member	\$1,799	\$1,950

prices are in AUD

HOW TO BOOK?

To register for Melbourne – [Click here](#)

To register for Sydney - [Click here](#)

For any other enquiries please get in touch with Maree Daniels
maree.daniels@revolutionise.com or +61 4022 11596

Bonus

Each masterclass participant will receive a complimentary 45 min post event check in (one session per organisation) with a member of our team to discuss your organisations needs, ideas or whatever you would like to talk about after the masterclass.

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By attending the Great Fundraising Masterclass you will gain the confidence and clarity to:

- Deal with the conflicts that hold back your fundraising by using our framework of analysis and applying your newly learned strategies.
- Improve your organisation's ability to learn and apply its learnings to create growth.
- Create your own strategy for increased investment in fundraising.
- Evaluate your organisation's proposition based on your expanded knowledge of Great Fundraising.

Ultimately, you will be given the means to align your organisation, donors and service users behind your fundraising to achieve transformational growth in your income that can be applied to your mission.

"If you want to improve your fundraising skills, this is the place to start. The combination of academic research and case studies from years of practical fundraising was excellent. The participants were challenged throughout the course with exercises where we had to apply what we learnt. This I found particularly useful. I can highly recommend the course to anyone who will improve their fundraising skills, whether you are a fundraiser, director or CEO."

Ina Toften, Fundraising and Communications Director WWF Norway

Meet Your Presenters

Fiona McPhee

Managing Director, Australia & New Zealand



Maree Daniels

Client Services Director, Australia & New Zealand



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