



**Dwyllis Brown CFRE FFINZ**  
**Bequest Fundraising Training 2010**  
Get the best results from bequest fundraising

**Wellington Tuesday 2<sup>nd</sup> March 2010**  
**Auckland. Friday 19<sup>th</sup> March 2010**  
**Christchurch. Friday 16<sup>th</sup> April 2010**

**Time. 9am to 5pm**  
**Cost. \$600 plus GST – [\$675] per person**

This is a one day practical course that will provide you with the skills that could increase your organisations financial income from bequest gifting. It will outline effective options and give confidence to identify donors and seek the gift.

Bequest fundraising is the most cost effective form of fundraising and for our donors it offers an easy way for them to support the organization with a bigger gift.

**Subjects include:**

**Getting started** - analyzing your current fundraising programme, internal research, legalese of wills, relational processes, where to start, who to target, when and how.

**Marketing for success** – fundraising case for support, brochure and other successful printed material, web-based media, telephone techniques, focus groups and loyalty clubs.

**Asking and getting results** - the process of asking, how to ask, sensible sensitivity, mortality and money, role plays, possible pitfalls and risks.

**Strategy and administration** – start your own bequest strategy, set goals, learn how to evaluate the process, personal safety, measures of accountability, ethical issues.

**Register** your attendance **now** to [dwyllis@paradise.net.nz](mailto:dwyllis@paradise.net.nz) or **post** to **PO Box 12 581 Thorndon. Wellington:** Include the following information – name, organization, address, telephone LL and mobile number, years of fundraising and bequest experience, preferred city for attendance, method of payment and any special needs you have for the day.

The logo for Fundraising Training Associates is a rectangular box with a red-to-green gradient background. The text 'FUNDRAISING' is at the top, '· TRAINING ·' is in the middle, and 'ASSOCIATES' is at the bottom, all in white capital letters.

FUNDRAISING  
· TRAINING ·  
ASSOCIATES

The workshop numbers are limited so that you get individual help from the presenter. Your registration will be confirmed by return email and a place guaranteed for you on receipt of payment. Non attendance will incur a fee if notification less than 10 days – a substitute may attend. In the unlikely event of a workshop being cancelled a full refund will be given.

**Who should attend?**

Anyone interested in increasing the opportunity for future funding to your organization - fundraisers, CEO, management, board members, service providers, volunteers.

**What will you get?**

Training from someone who knows from experience the most effective aspects of bequest fundraising and is a leader in this fundraising specialty. A workbook covering the workshop subjects. A certificate of attendance. Morning and afternoon tea and a light lunch.

**Who is the presenter?**

Dwyllis is a fundraising consultant, coach and trainer. She raised millions of dollars from bequests for the NFP organization she worked for. She has also trained many people in the art of successful bequest fundraising. The first hand knowledge she shares has resulted in effective and financially rewarding programmes for many organizations. The course is based on practical skills, fundraising knowledge, research and case examples. It is presented in a lively friendly way that encourages interaction and participation by those who attend.

**What others have said about the training workshop:**

“Excellent - a very relevant interesting course” “Thanks Dwyllis, I definitely feel I can go away and implement a bequest strategy for our organization” “Very worthwhile, thanks” “We didn’t know how to start but with your help I now feel confident to speak to people about bequests” “I was anxious before I attended but you made me feel relaxed and I learnt heaps” “Thank you for your very valuable time and the caring way in which you challenged and directed changes to my thinking” “A very enjoyable and useful course – inspiring and motivating”

**Can't attend this course?**

If you are interested in bequest fundraising but can't attend this course then email [dwyllis@paradise.net.nz](mailto:dwyllis@paradise.net.nz) or call Dwyllis on 021 664653 or answer-phone 04 4727971 to arrange an in-house training course, consultancy or coaching..