



PO Box 40767  
Upper Hutt  
Tel 04 528 0742  
Fax 04 528 2588  
www.foresee.co.nz

## ADVANCED FUNDRAISING MANAGEMENT

Take your career to the next level and make a greater contribution to your organisation's management. Improve your outputs by harnessing excellent management skills.

### SIX STEPS TO SUCCESSFUL FUNDRAISING MANAGEMENT

- ◆ Strategic planning
- ◆ Managing the financial budget
- ◆ Internal and external relationships
- ◆ People management and HR
- ◆ Systems and processes
- ◆ Marketing and PR

**Wellington: Wed 16<sup>th</sup> February 2011**

**Auckland: Wed 23<sup>rd</sup> February 2011**

**Time: 8:30am – 4:00pm**

**Cost: \$995 + gst**

**Early Bird: \$850 + gst**  
(Available until 13<sup>th</sup> Dec 2010)

**RSVP to:** [angela@foresee.co.nz](mailto:angela@foresee.co.nz)

**TO REGISTER PLEASE FILL IN REGISTRATION FORM & FAX TO:**

Foresee Communications Fax (04) 528-2588

Or phone Foresee on (04) 528-0742

**An advanced one day workshop for senior fundraisers who are managing staff or wanting to progress their careers into fundraising management.**

**Who would benefit:**

- Funding Managers
- Fundraisers aspiring to management level
- CEOs and other non-profit managers
- Board members and Trustees interested in the fundraising process

**Employers:**

Send along your senior fundraisers – this is an excellent course for succession planning.

**Presenters:**

Your presenters are two of New Zealand's leading career fundraisers with many years experience in organisational management and fundraising management.

Both Dwyllis Brown and Heather Newell have CFRE – an internationally recognised fundraising qualification held by only 20 New Zealanders.

(NB: Depending on course numbers, this workshop will be delivered by either Heather or Dwyllis or both.)

**Attend this course and you will be on your way to achieving your own CFRE qualification.**

## ADVANCED FUNDRAISING MANAGEMENT

By attending this Executive Level master-class you will learn:

- Differentiation between governance and management
- Managing your time effectively
- People and HR management issues
- Delegation and coaching
- Financial planning and evaluation
- Strategic planning and processes
- Communications – internal and external
- Marketing and public relations
- The importance of relationship building

### Fundraising Accountability

We all know that our supporters want accountability for their contribution. Research tells us that our supporters want to be assured that we provide stewardship of their donation. Although we usually do measure the dollar value of our fundraising investment, we could also measure how our own team's performance contributes to efficiency and effectiveness.

**Attend this workshop** and you'll discover how team work, better systems and processes and updated knowledge of fundraising developments will also add value to your fundraising effectiveness.

**Invest in training today** and you will improve your fundraising capacity. And that in turn will please both your organisation and your supporters!

### Feedback From 2010 Courses

**Presenters:** "Brilliant" "Excellent and engaging" "Informative"

**Course experience:** "Almost 1:1 approach to our problems" "The style of the day very enjoyable; well presented and allowed participants and presenters to discuss ideas and share top tips" "Enjoyed learning in a group of like-minded people"



Heather Newell has a strong background in both communications and fundraising, including Master of Communications and CFRE. Director of Foresee Communications Limited, she publishes two monthly subscriber publications – **Fundraising New Zealand** and **Sponsorship Profile** – and has been providing fundraising consultancy services since 1993.



Dwyllis Brown is a fundraising consultant, lecturer, trainer and practitioner with a successful career spanning more than 20 years. Dwyllis is a Fellow of the Fundraising Institute of NZ and has served on their National Council, Ethics Committee and Fundraising Awards judging panel. Her role as funding manager ensures practical experience is included in this course.



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## REGISTRATION FORM

### ADVANCED FUNDRAISING MANAGEMENT

Please tick:  Wellington 16<sup>th</sup> Feb '11  
 Auckland 23<sup>rd</sup> Feb '11

Cost:  \$850 + gst Early Bird Course Fee  
 Available to all attendees until 13<sup>th</sup> Dec '10  
 And to magazine subscribers until course date  
 \$995 + gst Standard Course Fee

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANISATION \_\_\_\_\_

ORG ADDRESS \_\_\_\_\_  
 \_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

Address invoice to (if different from above):  
 \_\_\_\_\_

Names of additional attendees:  
 \_\_\_\_\_

### FEES PAYABLE

FEE	GST	TOTAL
EB \$850	127.50	\$977.50
Std \$995	149.25	\$1144.25

No. attending: \_\_\_\_\_

@ \$850.00 \$ \_\_\_\_\_

@ \$995.00 \$ \_\_\_\_\_

+ GST @ 15% \$ \_\_\_\_\_

**TOTAL DUE** \$ \_\_\_\_\_

Please tick:  
 A cheque made out to  
 Foresee Communications  
 Ltd is enclosed.

I have paid online at  
 www.foresee.co.nz

Please send me an  
 invoice.

#### Booking Terms and Policy

- Registrations will be accepted up to three days before the course date, subject to availability
- Payment of course fees is expected on registration
- A full refund will be given if cancellation is made by a registrant 10 or more working days before the course date
- If notice of cancellation is between 5 and 10 working days, 50% of the course fee will be refunded
- No refunds will be issued for cancelling within 5 working days of the course
- If the course is cancelled by Foresee Communications, a full refund will be given
- Foresee Communications reserves the right to alter the training course programme. In that case, all efforts will be made to contact course registrants to advise them of any major changes
- Payment of course registration assumes acceptance of these terms and conditions