



## BIG BUCKS FOR BUILDINGS

**I**f you are contemplating fundraising for a really big ticket item like a sports development, a new building or a piece of medical equipment you know that you are not going to achieve it through sausage sizzles and celebrity auction dinners.

Believe it or not, there is a "scientific" way of achieving major fundraising campaigns. By coming on this course you will quickly learn how the process works, what preparation you need before engaging professional assistance, what budget you may require and some of the traps and pitfalls to avoid.

You will discover that corporate sponsorship is only one part of your income. Whether you are a council chief executive seeking income for council driven projects or a fundraiser for a medical institute or a sports trust trustee, find out what makes a successful campaign right from the start.

### Content includes:

- Types of campaigns run in New Zealand
- What are the key components of successful campaigns
- What preparation and planning is required
- The feasibility study and why it is important
- Identifying where the money will come from
- The case statement
- The gift chart
- The campaign team
- The planning process
- Public launch
- Roles and leadership, voluntary
- Roles and management, paid
- Timing and execution

### Who will benefit:

- Council chief executives
- Project managers
- Campaign leaders and volunteers
- Managers of facilities in any sector
- Community organisations with capital needs
- People who see a powerful future for their organisation
- People wanting to create endowment funds or scholarships funds for the future

**Every attendee receives a Big Bucks For Buildings kit**

## YOUR PRESENTER



Heather Newell  
CFRE, MCOMMS, MFINZ

Your presenter, Heather Newell has a strong background in both communications and fundraising. Her qualifications include Master of Communications, CFRE (certified fundraising executive) and she's the publisher of two monthly subscriber publications – *Fundraising New Zealand* and *Sponsorship Profile*. Her case studies and stories include the best of the best from around New Zealand. Heather is the director of Foresee Communications Limited, a company which has been providing fundraising resources, training and advice to New Zealand communities and businesses since 1993.

**Where:** Hamilton

**When:** 18 May 2010

**Time:** 12.30pm-4.00pm

**Cost:** Early Bird \$325 + Gst  
Standard \$375 + Gst

[www.foresee.co.nz](http://www.foresee.co.nz) or email  
[Kirsty@foresee.co.nz](mailto:Kirsty@foresee.co.nz)

**All attendees will receive a certificate**

**Plus!!**

**Attend this workshop and receive a FREE six month subscription to *Sponsorship Profile* valued at \$87 + gst**

