

Foresee's **Coaching** Programme

Engage in a **coaching** programme with a **fundraising industry expert** and your organisation will **benefit from:**

- C** totally tailored training and professional development
- C** a complete review of your fundraising activities
- C** facilitated learning and planning sessions
- C** strategic planning of future fundraising activities
- C** ongoing advice and support on fundraising issues

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Call Kirsty now on 04 528 0542
to talk about this great opportunity
for your organisation



Sign up for Foresee's one year Coaching Programme and benefit from:

- **A thorough introductory session**, exploring the individual circumstances of your organisation, setting goals and objectives for the year
- **Four key learning days** spaced throughout the year for any number of staff or volunteers, focusing on your chosen fundraising tools, e.g. direct mail, sponsorship and business partnerships, special events, face to face, telemarketing / using the phone, bequests, major gifts
- **Handout material** to share and keep for reference
- **Discussion and problem-solving** related to particular fundraising and/or communications issues
- **Setting objectives** for the next coaching session, and evaluation of achievement of previous objectives
- **On-going advice and support** via telephone and email between coaching sessions
- **A final 1½ day strategy planning session** to re-evaluate the goals set at the outset, and create fundraising objectives for the coming year. (This session best suits smaller groups of key decision-makers – ideally up to eight people.)

Benefits of engaging in Foresee's Coaching Programme

- Totally tailored training and professional development
- Team building and motivation for fundraisers
- Induction for new staff or new teams
- Opportunity for confidential discussions
- Setting of Key Performance Indicators for staff
- Evaluation of existing fundraising activities
- Bench-marking
- Access to resources, including case studies from New Zealand and overseas
- Access to expert advice by phone or email

Ideal scenario

The Foresee Coaching Programme would suit any arts, sports, welfare, education, environment, health organisation with:

- Staff at a number of different locations
- New and growing teams
- A number of new staff
- Small organisations where all staff and management need to participate in fundraising
- Collaborating organisations with similar fundraising objectives

Who could participate

- All members of the fundraising team, both paid and unpaid
- Management and CEO where all are involved in setting the fundraising strategy
- Interested and active board members
- Regional fundraising teams

Key learning days can involve any number of participants from within the organisation.

Investment Options

Investment for a one year professional development plan beginning in 2008 is \$1,000 per month for 12 months, plus disbursements.

You may be eligible for funding from funding trusts (see the Fundview database at your local library for lists of gaming machine trusts and philanthropic trusts).

Coaching Programmes for less than one year can be negotiated on an individual basis.



Facilitator

Director of Foresee Communications Ltd, Heather Newell, is a leading commentator in New Zealand's sponsorship and fundraising industry. With a Masters degree in Communications, Heather established Foresee after 18 years in the communications field, working in both the corporate and non-profit sectors.

As a member of the Fundraising Institute of New Zealand and the Australasian Sponsorship & Marketing Association, Heather's reputation for excellence is widely recognised among colleagues, the non-profit sector and the corporate community.

Heather set up Foresee Communications in 1993 in response to a need in the marketing and communications industry for a specialist fundraising and sponsorship consultancy. She has enjoyed the success and growth of the business ever since, and continues to expand the products and services offered by Foresee to enable people to embark on fundraising and sponsorship ventures with confidence and enthusiasm.