



## Fundraising with Businesses

**At this half-day workshop, learn how you and your business partners can fundraise together to gain loyalty, build brands, raise awareness of issues in your community, build an effective volunteering team together, and more!**

Whatever the economic environment, relationships between non profits and businesses in our communities will always provide benefits and positive outcomes for both parties. For non profits, the businesses and their staff provide willing and enthusiastic supporters of a cause. For the businesses, standing out from the crowd, and building staff loyalty in these difficult economic times, could mean the difference between financial success or failure.

### You will learn:

- \* How partnerships are built on more than just cash
- \* Why businesses need to support their communities
- \* How you can collaborate and work miracles together
- \* Why the recession shouldn't stop you working with the business community

## Cause Related Marketing

Ever wondered just how those high profile fundraising/marketing campaigns actually work? Do they bring in the millions? At this half day workshop you will learn how to protect your interests in customer oriented marketing campaigns to maximise your revenue. Be aware of all the opportunities, but also the traps and pitfalls. We'll give you a set of questions to ask anyone who wants to use your brand to sell their products. A good follow on course from Fundraising with Businesses, this one gives you practical tools to mitigate the risks. If you have responsibility for business relationships, development or fundraising in general you will benefit from understanding how CRM works.

### You will learn:

- \* What questions to ask anyone who wants to use your brand to sell their products
- \* What to include in a cause related marketing proposal
- \* How much these campaigns are really worth
- \* How to find the right prospects and how to pitch a creative idea

*All participants receive a comprehensive set of handouts which include relevant NZ case studies, creative ideas and instructions.*

*Attend this workshop and you will receive a 6mth subscription to Sponsorship Profile valued at \$87 + GST.*

**If you attend both workshops in your area and join us for a complimentary lunch.**



## 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.

## Fundraising with Businesses

Where: Auckland  
When: 25 February 2010  
Time: 9.30am - 12.30pm

Where: Wellington  
When: 11 March 2010  
Time: 9.30am - 12.30pm

Where: Dunedin  
When: 30 March 2010  
Time: 9.30am - 12.30pm

**Cost:** Early Bird - \$195.00 + Gst  
Standard - \$225.00 + Gst

## Cause Related Marketing

Where: Auckland  
When: 25 February 2010  
Time: 1pm - 4pm

Where: Wellington  
When: 11 March 2010  
Time: 1pm - 4pm

Where: Dunedin  
When: 30 March 2010  
Time: 1pm - 4pm

**Cost:** Early Bird - \$195.00 + Gst  
Standard - \$225.00 + Gst

*www.foresee.co.nz or  
Email kirsty@foresee.co.nz*