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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 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

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

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

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





REGISTRATION FORM

FUNDRAISING WITH BUSINESSES & CAUSE RELATED MARKETING

Please circle workshop/s you wish to attend

Auckland

Fundraising With Businesses

25 February 2010
9.30am - 12.30pm

Cause Related Marketing

25 February 2010
1.00pm - 4.00pm

Wellington

Fundraising With Businesses

11 March 2010
9.30am - 12.30pm

Cause Related Marketing

11 March 2010
1.00pm - 4.00pm

NAME _____

TITLE _____

ORGANISATION _____

ORG ADDRESS _____

PHONE _____ MOBILE _____

EMAIL _____

Address Invoice To: _____

Names of Additional Attendees: _____



FEES PAYABLE

	Excl GST	GST	Incl GST
EB	\$195.00	24.37	\$219.37
Std	\$225.00	28.12	\$253.12

Early Bird (EB) available until one month prior to course date

No of workshops attending

@ EB \$195.00 \$ _____

@ STD \$225.00 \$ _____

+ gst 12.5% = \$ _____

TOTAL \$ _____

A cheque made out to 'Foresee Communications Ltd' is enclosed

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

Please send me an invoice/receipt

Booking Terms and Refund Policy

- Registrations will be accepted up to three days before the course date
- 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

Venue advised upon registration