



Your Next Guest Speaker

— Heather Newell —

Heather Newell is a highly professional communications executive whose presentation style is warm and engaging while greatly informative and practical.

Topics Heather often speaks on include:

- ◆ Introduction to fundraising
- ◆ Sponsorship (beginners and advanced)
- ◆ Big Bucks for Buildings (raising large sums of money)
- ◆ Fundraising planning
- ◆ Preparing your case for support, how to promote your cause to potential donors and/or funders
- ◆ Getting the best from your volunteers
- ◆ Using the media for fundraising
- ◆ Communications skills

For any topic relating to fundraising, sponsorship, media and communications, talk to Heather about how she can tailor this one-day training event to suit your attendees.

Heather Newell

MCOMMS, CFRE, MFINZ

Your presenter, Heather Newell has a strong background in both communications and the fundraising sector.

Her qualifications include a Master of Communications from Victoria University, CFRE (certified fundraising executive) and she's a long-term member of the NZ Fundraising Institute.

Heather is also the publisher of two monthly magazines – *Fundraising New Zealand* and *Sponsorship Profile*. The case studies and articles in the publications include the best fundraising and sponsorship stories 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.



Comments from fundraising workshops held during 2009 -

"Heather is so knowledgeable - excellent presentation."

"Heather's manner and teaching style was great, easy and concise and I was engaged throughout the session."

Having Heather as a guest speaker needn't cost you anything. The training day gives you the opportunity to recoup your costs—and maybe even make a profit!

Ideas to gain funding:

- ◆ Ask for sponsorship from a local business or the local council
- ◆ Apply for funding from your Community Grants Scheme or Creative Communities Scheme
- ◆ Apply for funding from a local philanthropic trust or gaming machine trust
- ◆ Matched contributions (asking participants to pay half and another funder to match their contribution)
- ◆ Sharing some of the time and costs with another organisation
- ◆ Run a half day for your own staff / volunteers, followed by a half day public session, charging outside participants to attend.

Ideas for marketing the day:

- ◆ Use your own networks to find and approach participants
- ◆ Ask the local council to advertise the training day through their community networks, and feature an article in their community publications
- ◆ Promote the event on all community radio stations and through media releases to the local newspaper
- ◆ Pay for advertising in the local newspaper
- ◆ Work collaboratively with another group
- ◆ Put up flyers in community spaces (libraries, cafes, etc)
- ◆ Use community websites

Fee: \$2000 per day + GST
(plus travel disbursements)

This equates to 60 people paying \$33 each to attend one or two sessions; 30 people paying \$66; or 10 people paying \$200 for a high level, very targeted training session.

Talk to us about the possibilities!

