



Tailored Coaching Day

— Heather Newell —

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

Heather often conducts tailored coaching days for non-profit organisations around the country on topics such as:

- ◆ Fundraising planning and strategy
- ◆ 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
- ◆ Marketing and communications
- ◆ Sponsorship strategy and contracts

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

Up to 8 people can attend from the same organisation.

Or alternatively, break up the day with special sessions for volunteers, board members or staff.

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

Comments from fundraising workshops held by Heather -

“Heather is so knowledgeable - excellent presentation.”

“Heather’s manner and teaching style was great, easy and concise and I was engaged throughout the session.”

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.

