



Great Fundraising Masterclass

with Professor Adrian Sargeant

7-9 February 2018

'Great Fundraising' is defined as large-scale growth – increasing your income and impact by two, three or four times over a period of years. This masterclass is an outstanding opportunity to learn the cultures, behaviours and leadership required for your organisation to achieve great fundraising and grow your organisation and income significantly.

£1,950 + VAT*

*VAT charged at 20%

You will learn how:

- Others have managed to achieve great fundraising.
- Great fundraising can drive your organisation's mission.
- Organisations unite behind and become proud of their fundraising.
- To release great investment in fundraising, and what this investment can achieve.
- Your leadership and inspiration drives fundraising performance.

- To support a continuous learning culture as the secret to innovation and growth.
- To find the single proposition that unites and drives the organisation.

Former delegates have applied their learning and increased the income of their organisation dramatically, some by several hundred per cent. The Great Fundraising Masterclass is based on academic research and tested in the real world. The approach has been proved to work for organisations around the world supporting a great variety of causes.

Contact:

Malene Fregil
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"Thank you for the experience, for challenging my thinking and providing me with clarity. It has been a great pleasure and extremely rewarding."

Joe Azoulay,
Epilepsy Foundation

Learning style

The content of the Great Fundraising Masterclass is formed by a unique mix of academic research and case studies, with particular reference to the Great Fundraising Report which you can download from alanclayton.co.uk. Attending this in-depth, exclusive masterclass will leave you with a list of 'must-do' actions to be implemented immediately on your return.

Who should attend?

You are not necessarily a fundraiser but you are a leader. This seminar is for chief executives, executive team members, trustees, directors and heads of fundraising. Ambitious fundraisers who want to be future leaders are very welcome too.

Where?

The Inch, with its gorgeous location overlooking Scotland's most famous loch, is a place of inspiration, perspective and energy. It is a perfect retreat from the hustle and bustle of daily life to enable you to focus on growing your organisation.

To find out more visit inchhotel.com

When?

7-9 February 2018

The seminar begins at 09:00 on the 7th of February 2018 and finishes at 13:00 on the 9th of February 2018. Please plan to arrive the evening before. Your attendance fee covers all sessions, as well as seminar materials, accommodation, food, and your transfer from Inverness Airport or train station.

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 [alanclayton](https://www.linkedin.com/company/alanclayton)



Tutors



Professor Adrian Sargeant

One of the world's leading authorities on how to achieve growth in philanthropy, Professor Adrian Sargeant is certainly the world's foremost fundraising academic. He holds a chair in fundraising at Plymouth University as well as visiting appointments at Avila University and the Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology. Adrian has received many awards for his services to the profession, and is a prolific author and educator.



Alan Clayton

Alan works in the inspiration and creative business, for charities, non-profits and NGOs globally. He is a force for rapid and dramatic change and growth, with people power at the front of his philosophy. After a career in national charities, he spent ten years running a full service agency, then formed Revolutionise in 2008. Alan has worked with over 320 clients around the world. He specialises in pitch-winning creative insight and strategy, donor insight, emotional communication and motivation. Alan is also chairman of Karat Marketing, the telephone fundraising agency in Dunfermline, Scotland and managing partner of the Inch Hotel and Inspiration Centre, Loch Ness.

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Venue

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Past attendees

Børns Vilkår, DK
Chest, Heart & Stroke Scotland
Children's Hospice Association Scotland
Cystic Fibrosis Trust, UK
Epilepsy Foundation, AU
Guide Dogs NSW/ACT, AU
International Justice Mission, US
Mental Helse Ungdom, NO
Peace Direct, UK
PLAN Australia
RLSB, UK
Royal Flying Doctor Service (Victoria), AU
Soil Association, UK
Tearfund, UK
VSO Netherlands
Worldvision, UK
WWF Norway

Book your place

- Book online at alanclayton.co.uk
- Email malene@alanclayton.co.uk
- Call +44 (0) 7881 285 514

Please visit alanclayton.co.uk for further information.