

# FINZ on Fundraising

FUNDRAISING INSTITUTE OF NEW ZEALAND

- **FINZ08 Conference**  
*Meet the speakers*
- **Charity stores**  
*In a dot.com world*
- **Canteen Bandanna Challenge**

**Who are  
the winners**  
when the funds  
are dispersed?  
**Gaming machine  
allocations investigated**



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# Meet the Speakers...

The countdown has begun! FINZ South Pacific Conference 2008 – The New Face of Fundraising, is fast approaching and registrations are open now.

To help you decide which sessions you just can't afford to miss, FINZ member, Linda Willems, turned the spotlight on some of our overseas presenters...

**B**ernard Ross will present a masterclass that gives you a fast-track, high-level insight into four of the key skills you need as a fundraiser to develop your competitive edge.

He'll also present a plenary address *Creating a Learning Environment*, that explores how you and your organisation can learn to learn from success and 'not repeat foolish mistakes 'a la Simpsons - Doh!' Bernard's workshop session, *Sticky Ideas* shows how to make your message 'sticky', ensuring it is remembered and acted on.

**Why should New Zealand fundraisers attend your sessions?**

The ideas in these sessions go beyond mere fundraising techniques - each is designed to equip you with high-level skills and knowledge to transform your fundraising performance.

**What three words do you think best describe your presenting style?**

Challenging, challenging, challenging...

**What excites you about the not-for-profit sector?**

We may save the world. And dammit, if we don't, who will?

**Have you found one area in which charities often excel?**

Charities are doing some fabulous innovation...

**Have you found an area where they really need to improve?**

...but they need to improve at monetising or implementing their innovation, and their use of data.

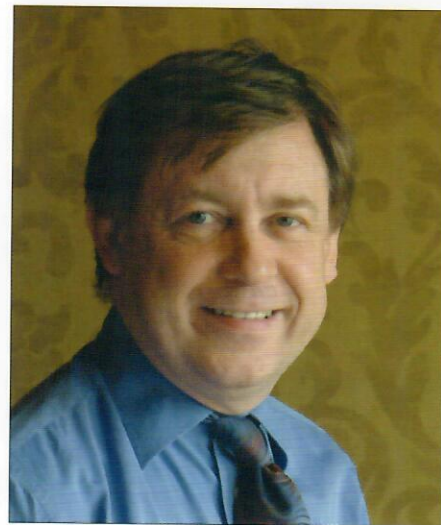
**How do you believe not-for-profits will be generating most of their income five years from now?**

Major donors. The rich are growing and want to help.

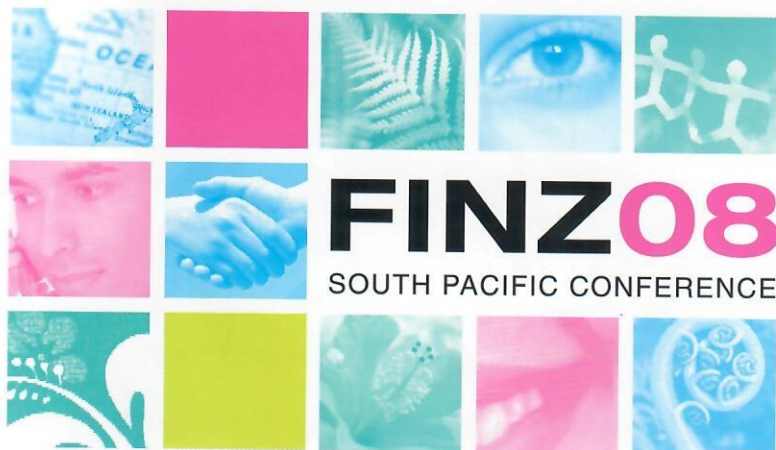
**Top fundraising tip**

Come to the most challenging sessions you can at the conference.

*Bernard Ross from the Management Centre (UK) is presenting a masterclass, a plenary and a workshop at conference in May.*



## THE NEW FACE OF FUNDRAISING



## WAIPUNA HOTEL AND CONFERENCE CENTRE AUCKLAND

**25 - 27 MAY 2008**

Whatever your level of experience **FINZ South Pacific Conference 2008** will deliver something practical and new for you and your organisation

Register now to be sure of a place!

For more information visit:  
**[www.finz.org.nz/conference](http://www.finz.org.nz/conference)**

**G**enevieve Timmons (pictured right) will be presenting a masterclass and a workshop covering the technical, creative and philosophical aspects of attracting funding from trusts and foundations.

**Why should New Zealand fundraisers attend your sessions?**

To check they are up to speed on the basics, to glean new information and ideas on the rapidly changing sector of trusts and foundations and to refine their sense of relationship building in 2008.

**What three words do you think best describe your presenting style?**

Thoughtful, no-nonsense and challenging - with some important 'aha' moments... perspectives of an outsider who thinks she might have been a Kiwi in a past life!

**What excites you about the not-for-profit sector?**

The fact that so many people are there because they have a passion, purpose and ideals that motivate them out of bed in the morning. Also, that New Zealanders have forged ahead with significant social changes to lead the world - social democracy, vote for women.

**Have you found an area where charities really need to improve?**

They need to remain flexible as organisations, and be able to move with changes that are inevitable for the community and voluntary sector.

**How will not-for-profits be generating most of their income in five years?**

Similar to how it is at present, perhaps with some different percentages - a mixture of community enterprise and self-generated funds, government grants, membership, and funding from trusts and foundations.

**Top fundraising tip**

Be genuine.



*Genevieve Timmons is a Philanthropic Executive with the Portland House Foundation in Australia.*

**L**awrence Pierce-Durance (pictured below) will be presenting the masterclass *A to Z of Fundraising* - developing the case for support; role of staff, Board and volunteers in fundraising; major gift development; and key fundraising vehicles such as annual fund, special events and capital campaigns. His workshop is entitled *The Best Fundraising Team: Board, CEO and Fundraising Staff* and reiterates that successful major fundraising is truly a team effort.

**Why should New Zealand fundraisers attend your sessions?**

This masterclass will provide a one-stop shop for relatively new fundraisers, (three years or less experience) and give a good overview of what is involved in putting together a quality fundraising programme. The workshop will help engage the key leadership in a non-profit to see that it is a team effort to maximise the fundraising potential.

**What three words do you think best describe your presenting style?**

Energetic, engaging and humorous.

**What excites you about the not-for-profit sector?**

I have found no better "high" than helping many organisations, in a small way, make the world a better place than they found it.

**Have you found one area in which charities often excel?**

Really hard to define one area - probably in New Zealand, programme delivery is the strongest element.

**Have you found an area where they really need to improve?**

Again, hard to define one area but, if I did, it would be the lack of focus on major gifts from individuals.

**How will not-for-profits be generating most of their income in five years?**

Unless organisations understand they need more philanthropic dollars and that more of the same will not get it done, nothing will probably change of significance. And the role of the public and Government funding will continue to be a challenge... no matter whether Labour or National are in power.

**Top fundraising tip:** Focus your time, energy and fundraising dollars on the top 10-20% of your prospects. Far, far and away the majority of the funds raised in quality non-profit organisations come from these prospects.

*Lawrence Pierce-Durance is from The Fundraising School, Indiana University (USA): He will be presenting a masterclass and workshop.*



# Meet the speakers contd...



**T**ed Hart's (pictured left) sessions will include his latest tips in online fundraising, marketing, social networking, management tools and web 2.0. One session will include analysis of websites representing New Zealand charities in the audience; providing insight for everyone participating.

## Why should New Zealand fundraisers attend your sessions?

Many traditional forms of fundraising are struggling to meet budget expectations. While certainly not a 'magic bullet', online fundraising provides a significant area of growth for most charities. It takes time to build momentum and success online, but failing to develop a strategy now will hinder the organisation's ability to raise money in the future. Even those who are fundraising online, fail to meet their potential because they do not maximize the social networking techniques of people to people fundraising.

## What three words do you think best describe your presenting style?

Energetic and interactive, with a dash of humour.

## What excites you about the not-for-profit sector?

I cannot imagine anything better than helping those who help those in need, succeed.

## How do you believe not-for-profits will be generating most of their income five years from now?

Diversity of fundraising will continue to spell success. Reliance on one form of fundraising over another can prove a disaster. But in efficient management and fundraising, all roads will lead to and through, the Internet.

## Top fundraising tip

Inspire others to fundraise for you, thereby multiplying your efforts many times over.

*Ted Hart, CEO, President of Hart Philanthropic Services Group, Inc: Ted is not presenting a masterclass but will be delivering a plenary and workshops at Conference.*

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