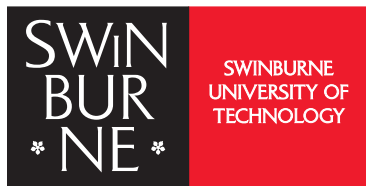


Register now for 29th July Workshop



Swinburne University's **Asia Pacific Centre for Philanthropy and Social Investment** and **DVANavion** present the **2008 Fundraising Workshop Series** **for Board Members, CEOs, CFOs and Senior Fundraisers in the Not-For-Profit Sector.**

Seminar No2 Preparing Your Organisation for a Major Appeal

Tuesday 29th July 2008,
7.30am-9am (breakfast for CEOs, CFOs and Board Members), 10am-4pm (workshop for Senior Fundraisers)
To be held at the Abbotsford Convent, Melbourne 1 St Heliers Street, Abbotsford (Melways Ref: 44 G5)

International Guest Speaker: **Edward Laity (USA)**



Wm. Edward Laity, CEO, DVA Navion North America

During his many years as a fundraising professional, Ed has planned and managed major capital campaigns, directed feasibility studies and helped strengthen annual giving programmes. Not only has he worked in the United States, Canada and Mexico, but he also has experience working with a number of international clients located around the world. In his career, he has directed a number of major campaigns including:

- American Foundation for the Blind - \$90m
- Trevecca Nazarene University – \$28m
- Denver Seminary – \$17.5m
- Niagara Community of School – \$10m
- The Salvation Army – \$10m
- Nexus Recovery Center – \$8m
- Toronto Zoo – \$250m (study and pre-Campaign planning)

Key themes:

- What are the roles of the Board and senior management in large-scale fundraising.
- How to find champions, advisors and conduits.
- How to kick-start fundraising on a limited organisational budget.
- How to sell fundraising investment to your Board.
- How to prepare for higher than average appeals

Panellists: **Roewen Wishart** (Philanthropy Manager, Australian Bush Heritage), **Leah Sertori*** (CEO, Melbourne Cares), **Phil Baker** (Associate, DVA Navion & former Executive Officer of the Clifford Craig Medical Research Trust).



Roewen Wishart, Philanthropy Manager, Australian Bush Heritage

Roewen Wishart, B.A. (Hons)/LL.B. (Hons), M.Pub.Pol., joined the Senior Management Team of Bush Heritage Australia in 2001, participating in planning of conservation regional projects, property acquisitions, organisational growth, and strategic planning. Until 2007 he was responsible for overall fundraising strategy, which saw Bush Heritage fundraising income increase four-fold. During 2005-07 Bush Heritage completed a major gifts campaign which raised over \$22 million. His current responsibility is a large continuing major gifts campaign, and building organisational knowledge of giving structures. He is a member of the Fundraising Institute of Australia national Ethics Committee. He is also a Board member of Diplomacy Training Program, a not-for-profit which provides training for non-government organisations from Asia, the Pacific, and Indigenous Australia.



Phil Baker, Associate, DVA Navion & former Executive Officer of the Clifford Craig Medical Research Trust

Phil's fundraising, marketing and management experience spans across 27 years in England and Australia. Various awards for fundraising excellence and marketing through the Fundraising Institute of Australia (FIA) and the Institute of Marketing are testimony to Phil's competencies and achievements. These include: Capital Campaign Award (voted best in Australia in 2001), Bequest Development (national award in 2003), Personal Mentoring Award in Fundraising (2005), Donor Acquisition Award (2006), Special Events Award (2007) and Quality Improvement Accreditation under ISO 9001 (2001-2007). In recent years, Phil has worked with the National Heart Foundation, the Clifford Craig Medical Research Foundation and citizen advocacy programs in Australia. As a member of the FIA, he is Vice Chairman of the Tasmanian Division. He is also the Chairman of the Tasmanian Citizen Advocacy Program, a Fellow of the Australian Marketing Institute and a certified practicing marketer as well as a graduate of the Australian Institute of Company Directors.

* To be Confirmed

ADDITIONAL UPCOMING WORKSHOPS

Seminar No3

Tuesday 30 September 2008, 7.30am-9am (breakfast for CEOs, CFOs and Board Members),
10am-4pm (workshop for Senior Fundraisers)

People, Power and Fundraising

International Guest Speakers:

David Richards OAM (Australia)

Louise Parkin (New Zealand / UK)

Panellists:

Laura Mumaw (former CEO of Zoos Victoria)

Adam Smith (CEO, Education Foundation)

Bruce Salvin (CEO, Jewish Care)

Key themes:

- What is the role of the CEO and Senior Management team in driving successful organisations.
- How can Board members participate to increase organisational success.
- What is the role of external friends, champions, advocates, ambassadors and conduits of influence in successful business practices.
- How does the organisation's public image affect results.
- How to get the right advice.
- How to conduct successful prospect research.

Seminar No4

Tuesday 18 November 2008, 7.30am-9am (breakfast for CEOs, CFOs and Board Members),
10am-4pm (workshop for Senior Fundraisers)

Partnerships and Fundraising

International Guest Speaker:

Terry Murray (South Africa)

Panellists:

Dr. Judith Slocombe (CEO, The Alannah & Madeline Foundation)

Jenny Odgers (Social Investment Manager, Shell)

Ian Finlayson (Marketing and Communications Manager, Guide Dogs Victoria)

Vanessa Meachen (Research and Training Manager, Philanthropy Australia)

Key themes:

- The role of Donor Development.
- How to develop a culture of stewardship within your organisation.
- How to identify and structure the most appropriate partnerships to further your fundraising and organisational objectives.
- What drives philanthropic giving.
- What do you need to know about Corporate Social Responsibility in Australia and how do you make it work for your organisation.
- What is the value of partnering with other non-profit organisations.

REGISTER NOW OR FOR MORE INFORMATION

Fill out the attached Application Form

Visit www.swinburne.edu.au/corporate/industrysolutions/
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Phone: (03) 9214 4440

Or visit www.dvanavion.com

Fees: Individual workshop for Senior Fundraisers: \$375*

Individual breakfast for CEOs, CFOs and Board Members: \$50

Book NOW for tall 3 workshops for Senior Fundraisers for \$1,000 per person*

*25 % discount for additional members of same organisation

.REGISTRATION.

- ♦ Enrol and pay online at www.shortcourse.swinburne.edu.au or complete and forward the registration form with payment.
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