

360° View  
Not-for-Profit  
**Training  
Day**

More a 'must do' than an invitation

The 360° Not-for-Profit Training Day is the best opportunity you have to learn skills for the management of your Not-for-Profit organisation. This is a unique opportunity to learn from leaders in their specialist fields. After attending this training you'll make an even greater contribution to your organisation's goals.

This full day of training is a must for managers, supervisors, fundraisers, board and committee members, volunteer coordinators and others working and supporting Not-for-Profit groups.

**Monday November 1st 2010**

**Distinction Rotorua  
Hotel & Conference Centre**

\$99 GST inclusive

for more information: email FINZ [info@finz.org.nz](mailto:info@finz.org.nz)

or call 0508 643469

or visit the FINZ website [www.finz.org.nz](http://www.finz.org.nz)



# 360° View Not-for-Profit Training Day

Monday 1st November 2010  
At The Distinction Rotorua  
Hotel & Conference Centre

## Workshop Programme

Workshops are divided into four 90 minute sessions. Workshops are presented twice during the day. The workshops are designed to provide practical information and advice. Please mark on the registration form the four sessions you wish to attend. Sessions will be filled on a first come first served basis. **NOTE: numbers are limited for some sessions.**

### Governance v Management, Cam Brinsdon, Board Clarity

This workshop is aimed at managers, board and committee members to help effectively establish clear governance and management roles. Using policy governance training developed by Dr John Carver, Cam Brinsdon will lead a discussion on how board members need to focus on strategic leadership and accountability rather than operational detail. Cam Brinsdon is a Director of Board Clarity, leading specialists in policy governance having mentored over 100 agencies in NZ. Cam sits on a NFP board, as well as having some commercial interests and is an Associate Fellow of the HR Institute of NZ

**Session Times 11:15am and 1:30pm**

### On Line Giving, Nigel Sanderson, Fundraise Online

How are you and your organisation connecting to your customers, supporters and the wider community? What to use - Facebook? Twitter? Bebo? YouTube? And when? If you want to understand what this means and how you should be working with the rise and rise of Social Media, you need to move now. Nigel Sanderson, Managing Director of FundraiseOnline will share with you the things you need to know, what you need to do, and the traps to avoid, as you head into the Social Media driven future. Fundraise Online has been providing internet based fundraising solutions to charities and corporate customers around the world since 2004

**Session Times 9:15am and 3:30pm**

### Capital Campaigns, Tom Brady, Comptons

Compton Fundraising has helped tens of thousands of charities around the globe raise billions of dollars. Tom reveals some of the secrets of their success by letting you in on the top reasons major donors give and sharing with you Compton's tried and true framework for developing campaign plans and making successful asks. Applying this organised, common-sense approach to your own volunteer-led fundraising efforts will give you the means to achieve major funding goals with dignity and respect.

**Session Times 11:15am and 1:30pm**

### Direct Mail, Andrew Smith, New Zealand Post

Whilst donors are vital to any fundraising organisation, successfully attracting and maintaining them can be a complex task. Using direct marketing - including direct mail - to do this has been consistently proven as a cost-effective channel. The Targeted Communications team at New Zealand Post have the experts and resources to guide you through the process. Come and learn how direct marketing can help increase your return on investment and build strong relationships with existing donors as well as reach new ones

**Session Times 9:15am and 3:30pm**

### Preparing a Fundraising Campaign, Fraser Carson, Fresco

Telling your story is a key part of your fundraising plan. In this workshop Fraser will explain how to prepare a fundraising campaign and use modern technology to promote your profile and issues. Fraser is owner and director of FRESKO, the first Wellington based specialist public affairs advertising agency. He provides clients with marketing and communications strategy planning and advice, and takes overall management responsibility for FRESKO particularly for client service and the creative teams. FRESKO also runs Wotzon.com Wellington and Issues.co.nz, NZ's first issued based website with platforms for campaigning purposes, including fundraising.

**Session Time 11:15am and 1:30pm**



**Distinction Hotel & Conference Centre telephone 0800 654 789 to reserve a Deluxe Room for \$125 + GST (single, double or twin share)**

For an electronic version of the programme visit:  
**[www.finz.org.nz/360-Degrees](http://www.finz.org.nz/360-Degrees)**  
or phone CommunityWorks 0800 386 346

#### **Making Your Data Work For You, Rob Tomlinson, Blackbaud**

How do you keep in touch with your donors? Rob Tomlinson from Blackbaud Pacific's Sydney office leads a discussion on how to manage your donors. This will be a thought provoking and interesting workshop allowing you to compare your current donor management system with one of the best. Blackbaud have been working exclusively for NFPs since 1981 and Rob has considerable experience in donor management at both web and software levels.

**Session Times 9:15am and 3:30pm**

#### **Prospect Research, Claire Caunt, Global Philanthropic**

They're out there and you just need to ask! Do you know how to identify prospective donors and find the information that will help you build your case for support? Claire Caunt & Holly Cranage from Global Philanthropic Research, will show you how to prospect for new donors - both individual and organisational - and what research tools are available for you to achieve that.

**Session Times 11:15am and 1:30pm**

#### **Keeping it Legal, Tech Soup, Mana Mahi**

Are you making the most of these fabulous resources? Especially designed for the community sector by the NZ Federation of Voluntary Welfare Organisations and partner agencies, these resources make it easy for you to draw on contemporary best-practice governance and management thinking, tap into free specialist legal / HR knowledge and advice AND get the latest software at phenomenally discounted prices. NZFVWO staff will show you how to use these resources to strengthen your organisation, build capacity, save money, manage taxation and other legal obligations, minimise financial risks and much much more.

**Session Times 9:15am and 3:30pm**

#### **Attracting Bequests, Carol Painter, Xponential Philanthropy**

Is it on your to-do list to more actively seek bequests but does that keep getting derailed by more urgent, compelling challenges? Bequests provide significant 'leap forward' opportunities and offer vital additional resources for core programmes and services. Get to grips with one of the most cost-effective areas of fundraising with Carol Painter (CFRE, FINZ Fellow & Senior Consultant, Xponential Philanthropy). Carol will show you how to actively set up a bequest programme that is appropriate for your organisation. You'll leave this session with a practical set of steps - prioritised for attention by you - that reflect your organisation's unique history, expertise and resources.

**Session Times 11:15am and 1:30pm**

#### **Charitable Dollars, Carol Cunningham, Charities Commission**

Are you leveraging from Charitable status to maximise financial returns to your organisation? Are you up with the latest on what the Charities Commission is doing about "dodgy" charities? and to encourage non-financial reporting? and to support payroll-giving? Get the answers to these questions and more direct from Charities Commission staff. This interactive session is for governance representatives and staff of organisations that already have or intend to become Registered Charities.

**Session Time 9:15am and 3:30pm**

This FINZ event has been brought to you with the assistance of



Fundraisers care about everyone else, so who cares about fundraisers?

FINZ supporting fundraisers since 1991  
[www.finz.org.nz](http://www.finz.org.nz)

## Registration Form

Please return this completed form with your payment to 360° View Not-for-Profit Training Day, C/- CommunityWorks, PO Box 10-110, Rotorua 3046.

**Registrations Close on October 27th 2010.**

### Personal Information

First Name \_\_\_\_\_ Surname \_\_\_\_\_

Position Title \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Workshop Session Preferences

Please indicate your session preferences. Numbers are limited for some sessions. Sessions will be filled on a first come basis.

Tick the four sessions you wish to attend. Please also mark four backup sessions with a 'B'.

9:15am	11:15am	1:30pm	3:30pm	Workshop
				Governance v Management
				Direct Mail
				Capital Campaigns
				Charitable Dollars
				Preparing a Fundraising Campaign
				Making Your Data Work For You
				Prospect Research
				Keeping it Legal, Tech Soup and Mana Mahi
				Attracting Bequests
				Online Giving

## Payment Details

### Training Day costs \$99 (GST inclusive)

Registration includes — attendance at 4 sessions • information pack • arrival coffee/tea • morning and afternoon tea • lunch

Please make cheques payable to 'FINZ' or

pay by bank deposit to 38-9010-0102917-00 (Kiwibank) please note **'360 Degrees'** in the particulars or

pay by credit card: (**circle**) Visa / Mastercard Name: \_\_\_\_\_ Number: \_\_\_\_\_

Expiry: \_\_\_\_\_ Signature \_\_\_\_\_

A confirmation email will be issued prior to the 360 event. Receipts will be issued on request.

**Policies:** No registration will be processed without payment. Any cancellation received in writing prior to 25th October 2010 will be refunded less a \$25.00 administration fee. Cancellations after this date will not be refunded. FINZ reserves the right to alter the programme or substitute a speaker without prior notice to attendees.