



Present a unique 1 day course on

# Smart Fundraising

Wednesday 20<sup>th</sup> November 2013

Melbourne Business School

“Price is what you pay; Value is what you get”.  
Warren Buffett

This day will provide you with solutions to your fundraising challenges, and the tools, techniques and vision to add value to your fundraising initiatives. It will demonstrate how organisational structure, smart planning, research, strategy development and strategic marketing will set you up for Fundraising Management Excellence (F.A.M.E.™)

## Who Should Attend

All fundraisers, marketers, communication professionals, Board Directors, CEOs and CFOs involved in Not For Profits.

## What this course will offer you

- Rare coaching from experienced fundraisers/ benefactors
- CPD points towards an Industry Certificate in Fundraising
- The chance to win the 2013 F.A.M.E.™ Scholarship Award
- Techniques to discover new Funding Sources
- Formula to developing effective integrated fundraising plans
- Emulate our success stories in your fundraising planning
- Ways to think outside the fundraising box

## Learning Outcomes

- The *new* basics of fundraising, including the F.A.M.E.™ principles of successful relationship building
- How to conduct research to identify new sources of funding
- Techniques to identify opportunities to jump systemic funding barriers within the corporate sector
- Extend your marketing mix to reduce fundraising costs
- Simple, logical processes to develop powerful and endearing partnerships
- Identifying the right questions to communicate the value proposition to potential benefactors

## 2013 F.A.M.E.™ Scholarship Award

Each Course registrant is eligible to one entry for the illustrious F.A.M.E.™ Scholarship Award, which provides recognition and professional development in fundraising to a fundraiser and professional. To enter, send an application (with your course registration to [info@honeylight.com.au](mailto:info@honeylight.com.au)) of up to 400 words as to why you (or a colleague) would qualify for the Award, listing achievements and the key drivers of your fundraising success. Shortlisted entries will be interviewed, and the Award will be announced at the course.

## Experienced Powerful Presenters



### Betty Amsden OAM

Hear from one of Melbourne's most generous philanthropists, Betty Amsden OAM on how she decides who to support. Miss Amsden OAM exemplifies the generous, involved philanthropist. Her contribution to the community, and especially to the arts, is truly inspiring.



### Wendy Brooks

Experienced, acclaimed fundraiser for the health, tertiary and arts. Previous Board Director of Royal Women's Hospital Foundation, Scope, and current Trustee of Queen Victoria Women's Centre Trust, and National Trust of Victoria Foundation. Hailed a global role model to fundraisers.



### Laurie Staub

Just returned from the USA, as an Obama for America Fellow; fundraiser, communicator, marketer for over 32 industries across Australia and United States; recipient of numerous client campaign awards from governments, corporates, professional organisations, hospitals, medical research, wildlife conservation, the arts.



### Beverley Honig

BA LLB MBA

CEO Honeylight Enterprises, Board Director, ESC Appeals Judge, Director AICC, Corporate crusader for value adding and Master of Sponsorship Lifecycle Modeling; Businesswomen of the year, and recipient of 3 multi-national trade awards, listed in the Who's Who.

**Registration Value:** (including lunch and refreshments):

Investment for day: \$990+gst per participant

Early Bird rate (prior to 15.10.13): \$875+gst

Group Discount rate: 3 for 2 offer.

**Places are limited. To register, call Honeylight Enterprises on 03 9613 9945 or click [register now](#).**

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