

Brand Positioning for Successful Fundraising

Strengthening your Brand for Improved Donor Relationships



This conference will help you to:

- Connect your supporters to your organisation, cause and vision
- Train and inspire your staff to love and live your brand
- Build big brands on small budgets
- Ensure your brand is fundraising for you
- Explore and adapt commercial approaches to your organisation

WHEN?

Wednesday 13 May 2009

WHERE?

Royal Over-Seas League, London, SW1

One-Day Conference

Speakers Include:

Andrew Nebel *UK Director of Marketing & Communications*
Barnardo's

Mark Astarita (MInstF) *Director of Fundraising*
British Red Cross

Paul Farthing (MInstF) *High Value Relationships Director*
Cancer Research UK

Stephen Pidgeon (FInstF) *Chairman*
Tangible Response

Di Flatt *Head of Fundraising*
Epilepsy Action

Rob Woods *Appeals Training Manager*
NSPCC

Ross Miller *Head of Marketing and PR*
Missing People

www.institute-of-fundraising.org.uk/brand

Media Partner



Delegate fee includes
FREE audio recordings
of presentations
and accompanying
materials!

Brand Positioning for Successful Fundraising

A strong and successful brand that communicates a clear and concise message is the key component of all supporter-centric marketing strategies.

Your brand is a set of ideas, images, and associations that people carry around in their heads about a company, product or, in this case, a charity. It is more than just a logo; it is an expression of who you are and what you do.

A successful brand holds the power to attract new donors, ensures the loyalty of existing donors, and can even reinstall lapsed donors. This conference will help you improve and strengthen your organisation's brand to retain and grow your supporter base and move your organisation forward on all levels.

Why attend?

- Receive vital information to strengthen your brand and keep your donors on board
- Adapt and apply successful loyalty schemes and brand strategies from award-winning corporates
- Find out how to use and exploit your brand for a practical fundraising proposition
- Learn how to secure internal buy-in and invest wisely in areas that are guaranteed to bring results

About the Institute of Fundraising:

The Institute of Fundraising is the professional body for fundraisers and fundraising throughout the UK. As the largest individual membership body within the voluntary and community sector, representing some 5,000 fundraisers and 280 fundraising organisations, we work to develop, promote and champion excellence in fundraising.

The Institute also offers training courses for fundraisers at all stages of their career and provides guides to the law and best practice. For further information on all areas of the Institute's work visit

www.institute-of-fundraising.org.uk



Who should attend?

- Directors of Marketing and/or Fundraising
- Heads of Marketing and/or Fundraising
- Strategic Planning Directors
- Brand Managers
- Heads of PR and Communications
- Chief Executives of smaller organisations
- Fundraising and Marketing Managers
- Anyone interested in driving their organisation forward on all levels

Conference Programme Wednesday 13 May 2009

8.45 Registration and Refreshments

9.20 Chair's Opening Remarks

Mark Astarita (MInstF), Director of Fundraising, British Red Cross

9.30 OPENING PLENARY

Creating a Real Connection to your Organisation

Matthew Sherrington will look at the key ingredients to a successful communications strategy that will help you use your brand, vision and mission to improve donor relationships:

- Understanding the importance of donor loyalty in the current climate
- Connecting your staff and supporters to your organisation, your cause and your vision
- Giving your supporters an inspirational experience
- Becoming the number one choice for your supporters

Matthew Sherrington, Director of Fundraising & Communications, EveryChild

10.10 KEYNOTE ADDRESS

RNIB – A Major Charity Brand Exposed

Sophie Castell has over 19 years experience of strategic planning and international marketing at a range of organisations including the Coca-Cola Company. In this session, Sophie provides a view behind the scenes of the RNIB brand. Find out how a brand affects every-day decisions and how you ensure consistency and success. An inspiring session that will give you a good insight into one of the major charity brands.

Sophie Castell, Head of Marketing, RNIB (invited speaker)

10.50 Refreshment Break and Networking



CORPORATE TACTICS FOR THE CHARITY SECTOR

Two dedicated sessions to help you understand, and learn from, commercial brand marketing strategies:

11.20 COMMERCIAL CASE STUDIES

Brand Marketing Strategies from the Corporate Sector Laid Bare

Dan Cresta, from brand agency Naked Communications Ltd., will focus on two or three case studies from the corporate sector:

- The principles of commercial brand marketing strategies
- Using your brand as springboard for customer loyalty schemes
- 5 top tips for successful commercial brands

Dan Cresta, Strategy Director, Naked Communications Ltd.

11.50 PANEL DISCUSSION

Translating the Corporate Approach to the Charity World

Senior fundraising professionals, Mark Astarita, Paul Farthing, and Andrew Nebel will reflect on the case studies presented during the 11.20 slot and discuss if, and how, these approaches might apply to the charity sector:

- Is it advisable to look towards the corporate sector for ideas?
- Are the principles of brand marketing the same across all sectors?
- Can commercial principles alienate your supporters?

Mark Astarita (MInstF), Director of Fundraising, British Red Cross

Paul Farthing (MInstF), High Value Relationships Director, Cancer Research UK

Andrew Nebel, UK Director of Marketing & Communications, Barnardo's

12.40 Networking Lunch

13.30 ADVISORY SESSION

To Give is to Receive - Putting the Supporter First

We have all experienced bad customer service and most of us are impressed by an outstanding service. Di Flatt is a strong believer in going the extra mile to give customers or supporters what they want and when they want it.

Drawing on a range of examples from the corporate, charity and personal world, Di will challenge you to invest in relationship fundraising.

Di Flatt, Head of Fundraising, Epilepsy Action

14.10 ASK THE EXPERT

Essential Legal Advice to Protect Your Brand

Lawrence Simanowitz, from Bates Wells and Braithwaite Solicitors, will provide practical examples on how to protect your brand, whether on publications, branded materials, online, blogs, social networking or when working in partnership.

Come prepared with your questions to receive legal advice on the spot.

Lawrence Simanowitz, LLP Partner, Charity and Social Enterprise Department, Bates Wells and Braithwaite LLP

The conference was really excellent and a great networking opportunity. It was really good for confidence building for my team and the practical hints and tips gained from the presentations were extremely useful. It will really help us when we start our strategic planning.

*Ella Moffat, National Autistic Society
(previous Institute conference delegate)*

14.50 CASE STUDY: Missing People

Effective Charity Branding - It's Not Just for the Big Boys

This session will consider the challenges of successful brand management. Develop the confidence to move your brand forward without a big budget:

- Why is branding so important?
- Building big brands on small budgets
- Uncovering, understanding and avoiding branding pitfalls

Ross Miller, Head of Marketing and PR, Missing People

15.30 Refreshments and Networking Break

15.50 PUTTING THE THEORY INTO PRACTICE

Making the Brand Fundraise for You

Brands, vision, all that stuff! With a simple exercise, Stephen will show you the practical steps needed to translate the brand into a clear, consistent and compelling fundraising ask. Don't miss it; the predominant role of a strong brand is to engage the hearts of the giving public. You won't do that by trying to shove your brand down their throats!

Stephen Pidgeon (FInstF), Chairman, Tangible Response

16.30 TRAINING SESSION

Internal Management: Getting your Staff to Love and Live your Brand

Whether you are developing a new brand or want to build on the success of an existing one, internal brand management is an essential part of its success. For staff to embrace your vision, mission and values is integral to the success of your brand strategy.

This session will help you explore tactics to inspire and engage staff so that they in turn pass this on to everyone they communicate with outside your organisation. Rob will provide you with ideas based on what the NSPCC has learned in recent years:

- Designing a core training programme
- Tactics to encourage passion
- Using stories to help promote your brand

Rob Woods, Appeals Training Manager, NSPCC

17.10 Close of Conference

This programme may change due to unforeseen circumstances. The Institute of Fundraising reserves the right to alter the venue and/or speakers.

We would like to thank all speakers who have volunteered for this event.

Brand Positioning for Successful Fundraising Booking Form

BOOK ONLINE: www.institute-of-fundraising.org.uk/brand

Conference delegate rates

- Institute of Fundraising Individual Member Rate **£175**
- Not-for-Profit Rate **£225**
- Commercial Rate **£275**

Institute of Fundraising Individual Membership number:

Join now and save £50 on your delegate fee!

Individual members are entitled to discounts on all our one-day conferences and National Convention (6-8 July 2009) as well as a FREE subscription to Third Sector magazine and much more. All from just £77 a year!

For further information and to join online visit:
www.institute-of-fundraising.org.uk/individual
or call us on: **020 7840 1010**.

Easy Steps to Book Online:

1 Visit www.institute-of-fundraising.org.uk/brand

2 Click to Book Online

General enquiries:

Tel: 0845 337 2734
E-mail: events@institute-of-fundraising.org.uk

Conference venue:

**Royal Over-Seas League, Over-Seas House, Park Place,
St James' Street, London SW1A 1LR**

Please note that bookings **cannot** be made over the phone, please book online or fill in the booking form below.

Delegate details: (please photocopy this form to register further delegates)

Title (Dr/Mr/Mrs/Miss/Ms) First Name	Surname
Job Title	Organisation
Address	
Town	Postcode
Country	Tel.
E-mail	
Special dietary requirements	

PAYMENT: Please note that the Institute of Fundraising does not invoice organisations. Please pay by using one of the methods below:

BACS If paying by Bank Transfer send your payment to: National Westminster Bank, Stockwell Branch, 358 South Lambeth Road, London SW8 1UR
Account Name: **Institute of Fundraising** Account Number: **64806057** Sort Code: **60-20-31**

Cheque Please find enclosed a cheque for the amount of £ _____ made payable to the Institute of Fundraising.

Credit/Debit card payment can be made securely online Please be advised that for all card payments, a 2.75% surcharge applies.

Please send all correspondence and cheques to:

Conference Registration, Institute of Fundraising, Park Place, 12 Lawn Lane, London, SW8 1UD • Fax: 0845 337 2735

Registrations cannot be processed without a signature

I have read the cancellation policy and agree with the terms and conditions. Signature: _____

PLEASE QUOTE THE REFERENCE CODE **CONF226 AND DELEGATE'S NAME IN YOUR CORRESPONDENCE**

DATA PROTECTION

By entering your details in the fields above you agree to allow the Institute of Fundraising to contact you regarding our services. If you do NOT wish to receive such communications please tick. If you do NOT wish to receive mailings from other carefully selected companies please tick.

CANCELLATIONS / SUBSTITUTIONS

Cancellations made before 15 April 2009 will be charged at 10% of the delegate fee. Cancellations made between this date and 29 April 2009 will be charged at 50% of the delegate fee. No refunds will be made for cancellations after this date. However, you can send a substitute delegate at any time. Cancellations and substitutions must be made in writing.

BOOKING CONDITIONS

Your place will be fully confirmed on receipt of payment. Payment must be received before the conference date.

SPECIAL ARRANGEMENTS

If you have any special requirements such as wheelchair access, please let us know in advance by contacting Edwin Saayeng on: 0207 840 1033.

PLEASE NOTE

The conference fee covers entrance to all sessions, access to audio recordings, electronic presentations, conference documentation, coffee/refreshment breaks and lunch. This programme may change due to unforeseen circumstances. The Institute of Fundraising reserves the right to alter the venue, sessions and/or speakers.