



CEE FUNDRAISING 2024 SHARING EXPERIENCE

Expert seminar on fundraising capacity building

7-8 of November, Warsaw, Poland

Welcome to our Expert Seminar

CEE Fundraising 2024

Sharing experience

Dear colleagues and friends,

Inspired by the enriching experiences from our expert seminar held in May 2023, we are excited to invite you to our second meeting focused on fundraising capacity building. We aim to once again bring together fundraising practitioners, consultants and other experts who support nonprofit organizations from CEE countries in raising non-grant funds.

When we reflected on the future of fundraising in our part of Europe a year ago, we had mixed feelings. We came up with all sorts of optimistic and pessimistic scenarios, and most importantly, we had a lot of questions. So, this time, we decided to focus on specific aspects of the future of philanthropy and fundraising. Here are the three main themes we propose:

- ▶ **AI Insights: Unlocking New Dimensions in Fundraising.**
- ▶ **Grassroots Fundraising & Mobilisation: Building Trust and Independence.**
- ▶ **Philanthropy in Uncertain Times.**

Our learning journey will begin with an opening session **Great Fundraising: What Does It Take to Double, Triple or Even Quadruple Your Fundraising Income** presented by two internationally renowned researchers, Prof. Adrian Sargeant and Dr. Jen Chang from the Institute for Sustainable Philanthropy (UK).

Next, we will delve into the three main seminar themes listed above. We propose a series of brief presentations given by expert practitioners from various countries in the region, interspersed with discussions, time for insights, and reflection.

We will end the first day with a panel discussion. Our panellists and the audience will have an opportunity to share their ideas, hopes and concerns about the future of philanthropy.

The second day of the seminar will focus on challenges faced by specialists who support nonprofit organizations in their fundraising capacity building. No special guests or key speakers. Well, all participants are invited to be the speakers of the day!

We are convinced that this time spent together will be a great opportunity to learn, share experiences and inspire each other so that we can all look more optimistically into the future of fundraising in our part of Europe :)

Welcome and enjoy the seminar,

*Academy of Civic Organizations Foundation (FAOO) PL
Slovak Fundraising Centre SK*

Agenda

November 6th, 2024 (Wednesday)

Participants arrival

Accommodations at Ibis Warszawa Stare Miasto
Address: Muranowska 2, 00-209 Warszawa, tel. +48 22 310 10 00

November 7th, 2024 (Thursday)

Full day seminar

Conference room at the Stefan Batory Foundation
Address: Sapieżyńska 10a, 00-215 Warszawa

9.00-9.30

Participants registration & welcome coffee

9.30-10.00

- Welcoming and opening remarks:
Lidia Kuczmierowska, FAOO (PL)
& Eduard Marček, Slovak Fundraising Centre (SK)
- Brief introductions of participants

10.00-11.30

- *Great Fundraising: What Does It Take to Double, Triple or Even Quadruple Your Fundraising Income*
- Prof. Adrian Sargeant & Dr. Jen Shang
Institute for Sustainable Philanthropy (UK)

Context:

This session reports the results of 10 years of research into the distinctive characteristics of organizations that have excelled in fundraising. What is it about the leaders at the helm of this exceptional fundraising and what they choose to focus their attention on that drives their success? We'll look at teams, culture and the systems that they establish to make their organizations "fundraisable". We'll also look at how they thought about solving fundraising problems and the power of having their team think in a similar way.

11.30-11.50

Coffee break

11.50-12.50

AI Insights: Unlocking New Dimensions in Fundraising – how AI can provide deeper information about donors and help us to better understand their motivations. How may AI personalize donor experience? Will it help us optimize fundraising campaigns, from targeting to communication? What risks is AI bringing into fundraising?

- *Fundraising in the AI Era: Strategies, Tools, and Case Studies*
Kateřina Švidrnochová, Masaryk University – Brno (CZ)
- *AI in Action: Enhancing Fundraising Efforts to Improve the Lives of Factory Farmed Animals*,
Piotr Bilik, Stowarzyszenie Otwarte Klatki (PL)

12.50-13.30

Lunch

13.30-15.00

Grassroots Fundraising & Mobilisation: Building Trust and Independence – best practices and strategies for mobilizing the public and fostering grassroots fundraising as a response to non-transparent public funding practices or whims of the rich. Can mass mobilization bring money that matters? Can grassroots fundraising contribute to the independence of the civic sector?

- *Solidarity trips: Engaging Donors Through Volunteer Experiences*
Konstantina Papadimitriou, Inuksuk Consulting (GR)
- *Raising Voices: Crowdfunding for Democracy, Rule of Law, and Independent Media in Slovakia*, Zuzana Suchová & Ivan Zaťko, Donio Slovensko (SK)
- *How to Raise 1.5 Million EUR in 48 Hours: the Potential for Grassroots Fundraising in the Creator Economy*, Björn Lampe, betterplace.org (DE)

- 15.00-15.20** Coffee break
- 15.20-16.20** **Philanthropy in Uncertain Times – panel discussion**
What are the key emerging trends in philanthropy we should be aware of? Is the widening wealth gap an opportunity to raise more money, or is it a cause of more problems to solve? Does the transferring of corporate rules to charity giving improve our work? Whom should we ask for money: billionaires or average earners, baby boomers or Gen Z? Will the rules of Great Fundraising remain the same?
- Catalin Dinu, Center for Communication Resources (RO)
Eduard Marcek, Slovak Fundraising Centre (SK)
Charlotte Rydh, Giva Sverige (SE)
Giedrė Šopaitė-Šilinskienė, Baltic Fundraising Hub (LT)

16.20-16.40 Closing & preparing for the next day

16.40-19.30 Free time for participants

19.30-21.30 Dinner in the Old Town
Karmnik Restaurant
Address: Piwna 4a, 00-265 Warszawa

November 8th, 2024 (Friday)

Half day seminar Conference room at the Stefan Batory Foundation
Address: Sapieżyńska 10a, 00-215 Warszawa

9.00-9.30 Welcome coffee

9.30-11.00 **What's Next for Us? Strategies and Tactics for Fundraising Professionals to Survive, Develop or Even Thrive – interactive session**

We will explore critical questions related to professional development, including how to effectively keep pace with the evolving needs of clients (nonprofit organizations) and respond to them. Furthermore, participants will have a chance to identify and articulate their own educational needs, find the best way to enhance their competencies, and ultimately be ready for the future.

11.00-11.30 Coffee break

11.30-12.30 Closing session
Discussion on key findings and recommendations
Closure

12.30-13.30 Lunch & departure

IMPORTANT!

The event will be held in English. We will not provide interpretation into other languages.

Biograms of speakers

Piotr Bilik (PL)



Experienced expert in donor relations at Stowarzyszenie Otwarte Klatki (Open Cages Association), where he has been implementing innovations to support the organization's mission for over 5 years. His main goal is to ensure that every donor feels valued and appreciated, which translates into building a strong donor-centric culture. Piotr is passionate about utilizing advanced AI solutions to optimize internal processes, which not only significantly improves operations, but also opens up new possibilities for tailored communication and increased efficiency.

Catalin Dinu (RO)

Executive Director of Never Alone – Friends of the Elderly Association. President of the Centre of Communication Resources. Catalin is dedicated to enhancing the Romanian non-profit sector. With extensive experience spanning nearly a decade, he has collaborated as a consultant with over 50 non-profits, focusing on communication and fundraising projects. Recognizing a critical gap in research, particularly in philanthropy communication in Romania, he has recently embarked on a PhD journey at the University of Bucharest.



Björn Lampe (DE)

Executive Board Member at gut.org, a non-profit which – amongst other initiatives – runs Germany's largest donation platform betterplace.org. Originally a student of political science. Before joining betterplace.org 14 years ago, Björn became involved with several NGOs (e.g. Make Poverty History and Jubilee Debt Campaign). Expert in digital fundraising and fundraising strategies, speaker at countless conferences, and co-publisher of "Praxishandbuch Online-Fundraising" ("Practical Manual on Online Fundraising"). Member of the Advisory Board to the social impact brewery Quartiermeister, alumnus of the European Youth Parliament, and advisor to social start-up Holi in Hamburg.



Eduard Marček (SK)

Co-founder of the Slovak Fundraising Centre, Head of Fundraising at Transparency International Slovakia, President of the European Fundraising Association (2019–2021). Eduard has been active in the non-profit sector since 1997 as leader, board member, and consultant for several non-profit organizations and initiatives. Creator of the CEE Fundraising Conference (CEEFC) in Bratislava – the leading fundraising conference in Central and Eastern Europe, organized annually since 2010.





Konstantina Papadimitriou (GR)

Passionate strategist, fundraising consultant, international speaker and mentor who works with organizations seeking to achieve impact. With over 20 years of experience in the non-profit sector, she helps teams establish effective fundraising operations, build meaningful donor relations and grow their income. Leader of fundraising programs in international non-profit organizations, such as Greenpeace and ActionAid. Currently Konstantina supports numerous organizations globally in developing their fundraising capacity and donor network. She works with non-profit professionals who want to excel and thrive in a constantly changing environment, helping them gain a new perspective and develop skills, attitudes and behaviors that will help them achieve their goals.



Charlotte Rydh (SE)

Secretary General of Giva Sverige, the Swedish Fundraising Association, since 2016. Former Board Member of the European Fundraising Association (EFA), Chair of the Certification Committee and EFA President until 2024. Charlotte is a graduate of the Stockholm School of Economics. She has gathered more than 25 years of experience in major gift fundraising, capital campaigns, donor relations, as well as volunteer management and change management by working for academic institutions and non-profits in Sweden and internationally.



Adrian Sargeant (UK)

Professor of Fundraising at the Institute for Sustainable Philanthropy. He was formerly the first Hartsook Chair in Fundraising at the Lilly Family School of Philanthropy at Indiana University. Adrian is a Visiting Professor of Fundraising at Avila University and the Australian Centre for Philanthropy and Non-profit Studies at Queensland University of Technology, Brisbane, Australia. In 2010 he was named in the USA's prestigious 'Nonprofit Times' Power and Influence list. In the same year, Adrian received a Civil Society award in the UK for his services to the fundraising profession. In 2016 he received a lifetime achievement award from the Institute of Fundraising. Adrian designed the UK's system of professional education for fundraisers and has recently re-designed the European qualification framework for the European Fundraising Association. Having published 249 articles and been cited over 8,000 times by his peers, Adrian is listed by Research.com as one of the UK's leading Business and Management academics.



Jen Shang (UK)

Holder of the world's first PhD in Philanthropy. She is also the only philanthropic psychologist worldwide. Her research has been covered in the New York Times, BBC, The Guardian, the Chronicle of Philanthropy, Advancing Philanthropy, and the Nonprofit Times. Jen has been published in numerous academic journals, incl. Journal of Marketing Research, Marketing Science, Economic Journal, Experimental Economics,



Organizational Behavior and Human Decision Processes, Nonprofit and Voluntary Sector Quarterly, and Nonprofit Management and Leadership. Her research has been funded by the Society of Judgment and Decision Making, the National Science Foundation, the Aspen Institute, the Corporation for Public Broadcasting, the Association of Fundraising Professionals, and the Hewlett Foundation.



Giedrė Šopaitė-Šilinskienė (LT)

Founder and CEO of Baltic Fundraising Hub. Giedrė has been working with and within the Lithuanian NGO sector for over 15 years. Together with her peers, she organises an annual fundraising conference Fundraising Summit, develops a professional network of Lithuanian fundraisers, and provides training and consultations for NGOs. For the past 5 years, she has held the role of CEO of the local donation portal, with the primary mission of empowering local NGOs to harness their potential in digital fundraising and strengthen the culture of philanthropy in Lithuania. In 2018, Giedrė launched the initiative Fundraising@LT and co-created the first fundraising competence development programme in Lithuania, Fundraising@LT PRO.

Zuzana Suchová (SK)

Fundraising expert and consultant with 15 years of experience in the non-profit, public, and commercial sectors. As a fund manager at Donio, Zuzana excels in crafting innovative strategies and building strong donor relationships. Notably, she played a key role in raising funds for Zuzana Čaputová's presidential campaign. Zuzana holds a master's degree in marketing communication and was a finalist in the Resource Alliance Global Fundraising Awards in the Change Accelerator category.



Kateřina Švidrnochová (CZ)

Learning designer and digital literacy trainer in AI, cloud-based systems, applications and online tools for creativity and team collaboration. Experienced and passionate, she supervises the substantive content of AI courses at Masaryk University in Brno, Czech Republic, and organizes AI events at GUG.cz, a tech community. Every year she works with dozens of non-profit teams on their digital transformation, designs digital learning paths for the commercial sector, and is also active in educational and academic environments.



Ivan Zat'ko (SK)

Country Manager for Donio (3 years), Slovakia's foremost and rapidly expanding fundraising platform. With nearly a decade of experience in the fundraising world, Ivan embarked on his journey with a 2 million USD Kickstarter campaign. Since then, he has successfully launched over 200 crowdfunding campaigns.





Organizers:



Fundacja Akademia
Organizacji Obywatelskich

Academy of Civic Organizations Foundation (FAOO) PL



Slovak
Fundraising
Centre

Slovak Fundraising Centre SK



Iceland
Liechtenstein
Norway

**Active
citizens fund**

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