

Fundraising Mutual Interest Group Conference

Wednesday 25 September 2019

Woburn House Conference Centre, Tavistock Square, London WC1H 9HQ

Sponsored by



New Horizons

'Patient based' programmes and Major Appeals

- 10.00 am****Registration and Coffee**.....
- 10.30 am** **Welcome**
Kate Green, Director of Fundraising, Cheltenham and Gloucester Hospitals Charity and Chair of the MIG Committee
- 10.35 am** **Referral-based Medical Fundraising**
Clinician-referral based fundraising programmes have driven philanthropic income growth in American hospitals over the past decade and are now being implemented in Australia and Canada. Stephen will give an overview of this approach to fundraising and consider the issues and opportunities for NHS charities.
Stephen Davies, Strategic Partner, Advancement Resources
- 11.00 am** **Coffee**.....
- 11.30 am** **Grateful Patients Fundraising**
Gemma tells us how Addenbrooke's Charitable Trust has transformed its fundraising strategy; moving away from a traditional fundraising model to put its grateful patients programme at the heart of its new growth strategy.
The new integrated programme combines a brand-new team structure, clinician training (delivered by Advancement Resources), increased hospital visibility, securing senior management buy-in, new past patient recruitment activities and a new approach to major gifts. The approach has recruited 550 new patients to the charity in 9 months. Could it work for your fundraising team?
Gemma Downham, Director of Fundraising, Addenbrooke's Charitable Trust
- 12.15 pm** **Q&A session**
Opportunity to ask questions of the panel from the previous 2 speakers.
- 12.45 pm** **Buffet Lunch**

1.45 pm How to plan a major appeal
Andrew Day uses his years of experience in this field to tell us how to go about planning a major appeal from identifying the need to the feasibility study and launching your appeal. His knowledge of NHS charities enables him to identify the key donor motivations and the challenges you'll meet along the way.
Andrew Day, Gifted Philanthropy Fundraising Consultants

2.30pm Regional Groups – Chairs' meeting
Feedback on how the groups are developing and allocation of project work for the next 6 months.
Led by Kate Green, Chair of the MIG Committee & Seb Hargreaves, Membership Support & Development Manager

Remaining delegates to attend:

Rocky starts – succeeding with your appeal against the odds
Mandy has experience of appeals where it hasn't all been straightforward. From working with Macmillan on a joint project to taking over an existing appeal, to setting up a new appeal amid ever-changing NHS Trust priorities these are the stories of how to succeed despite an uncertain start.
Mandy Jordan, Head of Charities, Colchester & Ipswich Hospitals Charity

3.15 pm Closing remarks
Kate Green, Director of Fundraising, Cheltenham and Gloucester Hospitals Charity and Chair of the MIG Committee

3.30 pm Close.....

About our sponsors

Advancement Resources.
Advancement Resources is a leading and global provider of professional fundraising training. In addition to serving hundreds of organisations in the US, we are honoured to partner with organisations in Australia, Canada, and the UK to increase the philanthropic potential throughout the world. Organisations that engage with Advancement Resources will better understand donors and potential donors, their motivations, and how to provide truly meaningful experiences in ways that inspire them to contribute. This approach has helped organisations deepen donor engagement, raise more money, and maximise fundraising ROI. For more information, contact sdavies@advancementresources.org

About our Exhibitors



Execucare is a leading recruitment consultancy for fundraising, marketing and communications executives in the Charity, Education and Arts sectors.



Blackbaud Inc. is a supplier of software and services specifically designed for non-profit organizations. Its products focus on fundraising, website management, CRM, analytics, financial management, ticketing, and education administration.



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