

Fundraising Institute of Australia – 2019 Conference

Purpose and Leadership in Fundraising Masterclass

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Fundraisers know that fundraising is not asking for money. Ultimately, it's about having a compelling story around purpose and impact, having great leaders in your Board and CEO, and a relevant, diverse and supportive network who believe in your organisations work enough to want to contribute short and long term to infrastructure and programs. As a fundraiser, these elements can be out of our control, so how do we influence the leaders in our organisation to connect to purpose and understand our work?

Donors and purpose

To what degree is donor's purpose important and how do we find individuals and organisations who are aligned to our social purpose and prepared to fund our work?

We share insights from private family foundations to understand.

You (as a fundraising leader) and purpose

To what degree does our own purpose as fundraisers matter and how do we find it and use it to support our work?

We share insights from fundraisers on why it matters to tell your own personal story.

Your Leaders (Board and CEO) and purpose

How do we, as fundraisers, inspire the leaders of our organisation – the Board (and possibly CEO) – around purpose?

How do we ensure they understand the science and art of fundraising, that fundraising is not simply asking for money?

How do we influence them to invest in the process and how do we ensure they are beneficiary centric, and not donor centric?

For more information and to register go to <https://fiaconference.org.au/program/masterclass/>