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GOLDBERG
CONSULTING

THE FUNDRAISER'S FUNDRAISING COURSE

An investment in you, your organisation, your cause,
and the change you want to see and create in the world.

13/20/27 NOVEMBER 2019



THE FUNDRAISER'S FUNDRAISING COURSE

I am really excited to be offering this course once again for individuals who work in the Jewish community in a fundraising role or who are considering a fundraising role, who want to step up and push themselves to the next level.

PEOPLE WHO WOULD BENEFIT FROM THIS COURSE ARE:

- Those who work in a fundraising department with one specific role, who are looking to increase their skill set.
- Those who work on their own in an organisation and are responsible for everything connected with fundraising.
- New fundraisers who want to get a broad understanding of the most impactful ways to fundraise in the Jewish community.
- Jewish communal professionals who work in other areas and want to move into a fundraising role.

The course will be taught by myself as well as other experts from a variety of charities who will share their skills, knowledge and experiences in fundraising in the Jewish community.

This comprehensive hands-on course is a great opportunity to learn and/or improve your fundraising knowledge and skills and help to bring more donors and more income into your charity.

Being a successful fundraiser is all about reaching out and engaging with new donors at all levels, getting them involved and finding the appropriate ways to develop relationships and raise funds from them for your cause.

This course is limited to 12 participants and runs for three weeks, one day a week. Wednesday 13th, 20th, 27th November 2019 from 9.30am – 4.30pm in Hampstead Garden Suburb, NW London.

Please email or call me if you have any questions.
Thank you and I look forward to welcoming you on the course.

David Goldberg

07770 262 351 • david@goldbergconsulting.co.uk



WEDNESDAY 13 NOVEMBER

Session 1

Why do People Give?

Understanding what makes people give is crucial for any charity that wants to connect with a donor. In the Jewish charitable sector there may be other specific reasons and we will explore and understand the motivations of donors.

Relationship Fundraising in the Jewish Community

What makes fundraising in the Jewish community unique? How do we establish, maintain and develop relationships with donors? What is it about the ethos, values and history of the community that place giving and responsibility as a core value?

Levels of Giving and Income Streams

We will look at the different levels of giving and variety of income streams into Jewish charities and start thinking about which income streams work for your charity and push yourself to doing something new.

Community Fundraising and Working with Committees

How do we organise the community around fundraising? What are key components that make community fundraising a success? How do we galvanise and work successfully with committees and keep them motivated, refreshed and engaged?

Planning Effective Events

We will look at models of event planning, understand their suitability for different target audiences and work through a template that will help maximise income to your charity.

Panel – Meet the Donors – Women

We will have a chance to meet and ask questions with a panel of women donors to Jewish charities and find out what motivates them to give, if they give strategically and what switches them off and what switches them on. After the panel, we will have a chance to discuss whether there is a different fundraising approach to women than there is to men.

WEDNESDAY 20 NOVEMBER

Session 2

Legacies

The importance of legacies in your income stream. Where do legacies fit in? How do you go about asking people to leave a legacy and get over the difficult issue of talking about death?

Trusts and Foundations

In this session, we will walk you through the grant application process – from identification of realistic potential funders to creating an effective, concise application. You will get the tools to give you the best possible chance of successfully securing funding for your cause.

Direct Mail

How to raise funds from mail or email appeals. What is needed for a successful campaign? What are the best models? What part does social media play in fundraising?

Panel – Meet the Donors – Men

We will have a chance to meet and ask questions with a panel of men donors to Jewish charities and find out what motivates them to give, if they give strategically and what switches them off and what switches them on. After the panel, we will have a chance to discuss whether there is a different fundraising approach to men than there is to women.



WEDNESDAY 27 NOVEMBER

Session 3

Individual Giving – The Relationship Fundraiser

Most charities in the Jewish community rely on individual giving at mid and major donor level. We will look at being a Relationship Fundraiser, a model of the cycle of giving and explore different ways that you can increase income to your charity by paying more attention to nurturing individual donors.

Identify and Research

We will look at how to identify potential individual donors and show you where to find valuable information. What motivates and engages them and how can we find out if they would be interested in your charity?

Planning and Cultivating

How do you go about planning the donor journey? What are the diverse types of events and activities you should be investing in to attract new donors and keep them on board? Who does the inviting? What sort of frequency should these events be taking place?

Ask

We will look at how to construct and effectively use the time we have with a donor: how to evaluate the environment, listen to the donor, what language to use and how to make a powerful ask for a donation. You will also have an opportunity to practise some asking techniques.

Thanking and Stewarding

How can we thank donors appropriately? How often should we be in touch with donors after they have given their gift? We will be discussing some good models of thanking, recognising and stewarding donors and ensuring that they continue to support your charity.

“ WHAT THEY SAID ABOUT GOLDBERG CONSULTING COURSES ”



Lauren Hamburger • PJ Library in the UK

Having time to consider the ‘why’ as well as the ‘how’ to fundraise has equipped me with valuable tools, contacts and guidance so I can best serve my organisation and the wider Jewish community. David’s fundraising knowledge, experience and enthusiasm provides the perfect combination in creating the next generation of successful fundraising professionals for the Jewish community.



Joel Gleicher • Cancer Research UK

After many years working in the Jewish Community in the UK, I’m not sure there’s much that David doesn’t know. In three days, we learnt a lot about charity, the community and ourselves. With real-life experiences and good humour, David is a perfect teacher, and together with fundraisers from all types of charities, we are leaving in a much stronger position to research, cultivate and ask more of ourselves and our donors.



Daliah Mehdi • Youth Aliyah Child Rescue

This course changed the way I think and speak about my charity. The insight I have gained has given me more confidence to approach and engage major donors.



Debbie Sheldon • Work Avenue

The course gave me lots of information in a practical and engaging way and has left me with a feeling of being excited to implement what I have learnt. David is an excellent trainer who has a wealth of knowledge and motivates all the participants in an encouraging and meaningful way.



Jack Omer-Jackaman • Oasis of Peace UK

I can’t compliment David enough on this course. As a newcomer both to charity and Jewish communal work, the course was simultaneously inspiring and informative, while also being reassuring about what I can achieve. This balance is no mean feat. It would have been easy for the huge amount of new information to be confidence-denting - i.e. "oh dear, there's so much I didn't know". However, this never happened, and this is down to David's teaching style which GAVE confidence.



Georgina Bye • Mitzvah Day

David is a passionate and thoughtful trainer and fundraiser. He approached the course in a way that was deeply respectful of donors and organisations. The course content was presented in an understandable and approachable way, with a good balance of learning and practice. It was extremely helpful to take the time for this course, to take a step back and think about how we talk about our work and how we fundraise.

FEES

£800 + VAT for all three sessions.

What is included:

- Course instruction
- Materials including summary slides of each session
- One and a half hour follow-up one-to-one personal consultation
- Kosher lunch at each session
- Refreshments and snacks throughout the day

HOW TO APPLY

Please complete the booking form which can be found at:

www.surveymonkey.co.uk/r/GoldbergConsultingFFC3

Places are limited to 12 participants and will be allocated on a first come first served basis. A place will only be confirmed on receipt of full payment.

Applications and full payments should be received by **Friday 18 October 2019**.

CANCELLATION POLICY

If you cancel 30 days or more before the first day of the course, you receive a full refund.

If you cancel 15 – 29 days before the first day, you receive a refund of 50%.

If you cancel 1 – 14 days before the first day, we will not be able to give a refund.

PAYMENT

Payment is due at the same time as the booking form is sent.

Payment should be made by bank transfer to:

Account name	GOLDBERG CONSULTING
Sort Code	20-45-45
Account Number	23365042

THANK YOU

And I look forward to welcoming you on the course.



ABOUT DAVID GOLDBERG



I have been privileged to be a fundraiser in the Jewish community for many years. It has been a rewarding and satisfying part of my career, nurturing and leading a team of fundraisers whose efforts raised more than £130 million and whose work has impacted and improved the lives of tens of thousands of people.

I have met many inspirational people along the way – fundraisers, donors and recipients – who have fuelled my enthusiasm for the profession and made me see fundraising as a positive, valuable and meaningful occupation.

Throughout my 35 years working in the Jewish community, I have developed many relationships and gained a multitude of experiences that have helped me understand how the Jewish community operates, adapts and changes.

I understand the needs of organisations and in particular the Jewish charity sector. Many years as Fundraising Director for UJIA have given me a real advantage, having developed skills and knowledge in an outstanding professional environment.

This will be my sixth training course in just over two years. More than 60 fundraisers have come through the course and are continuing to develop their skills, and most importantly, have raised hundreds of thousands of pounds more from donors since attending the course.

As well as training fundraising professionals, my consulting services include recruiting fundraisers into charities, mentoring Chief Executives and Fundraising Directors, advising on fundraising strategy and fundraising training for Trustees.