

# PROGRAMME

## 10.00 REGISTRATION AND REFRESHMENTS

### 10.30 WELCOME

**Roddy Burns**

Chief Executive, Moray Council

### 10.35 GUEST SPEAKER

**Dana Segal** The Management Centre

**Face to Face Fundraising from Major Donors.**

This plenary will give you an introduction to the key tools needed to effectively influence major donors in face to face settings. Drawing on psychology, neurology & years of practical fundraising experience, this plenary will demonstrate that a systematic approach to influence can drive your fundraising results.

### 11.20 WORKSHOP SESSION 1

- Making Powerful Proposals to Trusts and Foundations
- Big Lottery Fund Scotland
- Heritage Lottery Fund Scotland
- Creative Scotland
- Moray LEADER
- Community Shares Scotland
- Gordon & Ena Baxter Foundation

### 12.45 BUFFET LUNCH WITH REFRESHMENTS

### 13.30 WORKSHOP SESSION 2

- Raising Money Online
- Big Lottery Fund Scotland
- Heritage Lottery Fund Scotland
- Creative Scotland
- Moray LEADER
- Community Shares Scotland
- Gordon & Ena Baxter Foundation

### 15:00 CLOSE

# OTHER INFORMATION

## OTHER FUNDING INFORMATION

You can browse around the exhibition stands which include Third Sector Interface, Business Gateway, European Fisheries Fund and Foundation Scotland



Find us on Moray Fundraising Seminars

**Closing date:**  
Tuesday 25th September 2018

# MORAY FUNDRAISING SEMINAR 2018

AT ELGIN TOWN HALL

**TUESDAY**  
**2ND OCTOBER 2018**  
**10:00AM – 15:00PM**

Supported by



Moray Council  
 Moray Fundraising Seminar 2018  
 High Street  
 Elgin  
 IV30 1BX

Affix stamp here



# WELCOME

**Are you looking for funding and advice to support your project(s)?**  
**If so, then this is an exciting event for organisations and individuals.**

When the economy is slow along with ongoing challenges and changes, funding becomes even more competitive; it is essential to look at how these changes will affect your organisation and how you can be equipped to make a strong application to ensure success of your project.

We are delighted to bring the Moray Fundraising Seminar to you once again which will enable you to connect with a wide variety of fundraising experts who have a wealth of expertise and will be on hand to provide you with information on current funding programmes and what source(s) of funding may be suitable for your project. This event will also provide a perfect platform for networking with like-minded people, provide an opportunity to share knowledge and learn new skills and we hope that you can take away some inspiration and fresh thinking to inject new ideas into your fundraising strategy and help take your fundraising to the next level!

Our featured guest speaker, Dana Segal, is a strategist and fundraiser with a specialism in and passion for the arts, culture and heritage sector. She has worked with organisations across the UK and Europe for a wide range of charities including UNICEF, Age Exchange and Scottish Book Trust. Some of her expertise includes developing fundraising strategies, creating legacy propositions, individual giving and crowdfunding with her current clients including Charles Dickens Museum, Rhythmix and The Chartered College of Teaching. You will have the opportunity to hear Dana talk about "Face to Face Fundraising from Major Donors" and she will also deliver two exciting workshops throughout the day.

So whether you are already an experienced fundraiser or new to the world of fundraising, this is a must attend event. Refreshments and a light buffet will be made available. Due to the popularity of this event please book as soon as possible, either online or by completing the booking details attached in this leaflet.

# PROGRAMME OVERVIEW

**An outline of each workshop is provided below to assist you in making your choice. There will be an opportunity to ask questions and discuss your project ideas with the facilitators during the workshops.**

**WORKSHOP 1 (MORNING SESSION) - DANA SEGAL - MAKING POWERFUL PROPOSALS TO TRUSTS AND FOUNDATIONS**

The Trusts & Foundations market is getting more crowded - how will you stand out from all the other good causes? In this workshop, you will find out the secrets of writing a winning proposal - covering everything from more practical tips to creative storytelling tools.

**WORKSHOP 1 (AFTERNOON SESSION) - DANA SEGAL - RAISING MONEY ONLINE**

Looking to maximise your online giving? This workshop will cover the nuts and bolts of successful online fundraising - using a wide range of case studies, it will help you to understand how, using behavioural insight, you can create a simple and effective online giving process.

**WORKSHOP 2 - BIG LOTTERY FUND - DAVID LAMONT**

In this session we will look at what funding is available through the Big Lottery Fund in Scotland. We'll focus on the current programme, looking at what type of work we are trying to fund, the new approaches we have introduced and how to tell us your story when applying.

**WORKSHOP 3 - HERITAGE LOTTERY FUND SCOTLAND - DIANE GRAY**

HLF are committed to increasing diversity in grant making and enabling access to heritage for the widest possible range of people. You don't have to be a heritage organisation to apply for funding. Whether your focus is community or culture, health or sport, getting involved in a heritage project brings many benefits. The workshop will explore how heritage projects can bring people closer together, include valuable training and learning in a wide range of transferable skills, and contribute to health and

wellbeing. We will explain the different types of support that HLF can provide and discuss how to design a project.

**WORKSHOP 4 - CREATIVE SCOTLAND - KAREN DICK**

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. It distributes funding from the Scottish Government and The National Lottery, and these sessions offer an opportunity to ask questions about Creative Scotland funding, guidelines and process, and receive advice on development, advocacy and other sources of support.

**WORKSHOP 5 - MORAY LEADER - NORMAN MACASKILL**

Moray LEADER is investing in Moray's future by funding projects that will strengthen the local economy and build capacity in our local communities. Time is running out to apply for LEADER funding, so come along to find out what kind of projects we will fund and learn what's involved in developing a really strong LEADER application.

**WORKSHOP 6 - COMMUNITY SHARES SCOTLAND - TOBY SANDISON**

Community shares are a way for people to invest in what matters to them. This form of finance has been used to support a wide range of organisations, including shops, community centres and even a distillery. This workshop will offer a comprehensive introduction to the community shares model and the support available from Community Shares Scotland.

**WORKSHOP 7 - THE GORDON & ENA BAXTER FOUNDATION - KAY JACKSON**

Applying to funders can sometimes feel like a totally daunting and overwhelming task. The Seminar will provide the opportunity for an informal Q&A session about the Foundation's criteria, key features of a good application and 'top tips' to provide sufficient background and information for trustees' consideration.

# TO REGISTER

Please choose one of the 3 options below to register your place:

**OPTION 1 - BOOK ONLINE:**

<https://morayfundraisingseminar2018.eventbrite.co.uk>

**OPTION 2 - BY TELEPHONE:**

**0300 123 4561**

**OPTION 3 - BOOKING FORM**

Please complete and return this form by Tuesday 25th September 2018

Name: .....

Organisation: .....

Address: .....

Postcode: .....

E-Mail: .....

Telephone: .....

Do you have any special requirements?

Disabled Access     Hearing Loop    Other: .....

## WORKSHOP CHOICES

Please tick the circle indicating the workshop you wish to attend for each workshop session.

### 11:20AM WORKSHOP - SESSION 1

- |   |  |
|---|--|
| <input type="radio"/> Making Powerful Proposals to Trusts and Foundations | <input type="radio"/> Creative Scotland                  |
| <input type="radio"/> Big Lottery Fund Scotland                           | <input type="radio"/> Moray LEADER                       |
| <input type="radio"/> Heritage Lottery Fund Scotland                      | <input type="radio"/> Community Shares Scotland          |
|   | <input type="radio"/> The Gordon & Ena Baxter Foundation |

### 1:30PM WORKSHOP SESSION 2

- |  |  |
|--|--|
| <input type="radio"/> Raising Money Online           | <input type="radio"/> Creative Scotland                  |
| <input type="radio"/> Big Lottery Fund Scotland      | <input type="radio"/> Moray LEADER                       |
| <input type="radio"/> Heritage Lottery Fund Scotland | <input type="radio"/> Community Shares Scotland          |
|  | <input type="radio"/> The Gordon & Ena Baxter Foundation |

**FREE ADMISSION**

**Closing date:  
Tuesday 25th September 2018**