

## Training Ideas for Volunteers with Governance Responsibilities

### 2. Workshop “Fundraising” in Cracow,

1<sup>st</sup> December – 3<sup>rd</sup> December 2011

Participants	Country / Organisation
1. Mr Andreas Fritsch Mr Lorenz Schauer	Kolpingwerk Diözesanverband München und Freising, Germany
2. Mrs Magdalena Ziaja Mrs Patrycja Kwapik Bozena Michalek Aleksandra Bonek	Zwiazek Centralny Dziela Kolpinga w Polsce, Poland
3. Mrs Carmen Chesaru Mr Corneliu Bulai Mrs Ana Alina Iova	Kolping Romania, Romania
4. Mr Markus Weber	Kolpingwerk Südtirol, Italy
5. Mr Vladimir Matena Mrs Katerina Erdingerova Vera Matenova	Kolpingovo dilo České Republiky; Czech Republic
6. Mr Peter Esküdt Mrs Szilvia Kmettyne Gyori	Magyar Kolping Szövetseg, Hungary
7. Mrs Daniela Stehlik Mrs Barabara Demmer	Kolpingwerk Europa, Köln, Germany

Date	Activities
1 <sup>st</sup> December 2011	1 <sup>st</sup> Workshop Day
Introduction	Arrival and lunch Welcome remarks from the host organisation and the coordinator, presentation of the program Introduction of the participants and clarification of expectations
Presentation of Fundraising strategy SEK	Barbara Demmer, employed at SEK: presentation of the SEK fundraising strategy, strength and weakness, lessons learned  Fundraising is like a relationship – some core principles: <ul style="list-style-type: none"> <li>• fascination of the beginning</li> <li>• joint aim</li> <li>• to be able to understand the motives of one another</li> <li>• balance between „take“ and „give“</li> <li>• crises as challenge</li> <li>• create space for exchange and meeting</li> </ul> (See attached presentation)

	<p>Five aspects to successfully bind donors:</p> <ul style="list-style-type: none"> <li>• clear identity of the organisation</li> <li>• extraordinary product</li> <li>• price well justified</li> <li>• offer service</li> <li>• communicate regularly</li> </ul>
Financial resources of the partners	The partners had prepared information regarding their financial resources. Not many organisations have extensive experience in fundraising.
Fundraising: Introduction to the workshop	<p>Robert Kawalko, Vice president of the European Fundraising Association</p> <p>Introduction to fundraising</p> <p>Why do people donate their money?</p> <ul style="list-style-type: none"> <li>- personal involvement</li> <li>- personal profit</li> <li>- belief in change</li> <li>- emotion</li> <li>- story</li> <li>- personal relations to the person asking</li> <li>- trust</li> </ul> <p>(see attached presentation)</p>
Church service	<p>Well prepared church service with translated script, afterwards joint dinner and informal meeting.</p> <p>The local Kolping family joint us after the church service for dinner and entertained the group with music and songs.</p>
<b>2<sup>nd</sup> December 2011</b>	<b>2<sup>nd</sup> Workshop Day</b>
Fundraising: Part 1 Theoretical part	<p>Theoretical input about the principles and guidelines for successful fundraising. The report was very lively and filled with many practical examples and success stories.</p> <p>Here are some additional links that cannot be found in the attached presentation:</p> <p>Donation collection in Poland for the roof of a sister's home: Rózaniec assistance  <a href="http://www.rozaniecassistance.pl">http://www.rozaniecassistance.pl</a></p> <p>They ended up taken about 800, - EUR per day!</p> <p>One of the best fundraiser (also technically) is the team from president Obama. It makes therefore sense to Apply to his newsletter:  <a href="http://www.barackobama.com/">http://www.barackobama.com/</a></p> <p>Interesting fundraising action: duck race  <a href="http://www.youtube.com/watch?v=X1uvCTodRcw&amp;feature=related">http://www.youtube.com/watch?v=X1uvCTodRcw&amp;feature=related</a></p> <p>One way of fundraising: per duck 2.5 EUR are paid, 50% for the organizers, 50% donation for charity</p> <p>Book: David Sandler. What do you work for?</p>

<p>Fundraising: Part 2 Exercise</p>	<p>Through some exercises the participants trained the fundraising / communication skills. Here are two examples: <u>One sentence</u> Everyone put one coin on the table. Then everyone said – in one sentence – what he/she would use the money for. Afterwards everyone decided to whom he/she would give his /her coin. The winner was the person with most coins. <u>Elevator:</u> 30 sec to pitch a project to a reach and famous person in the elevator. All participants had the chance to make a pitch – and the two most successful pitches were voted afterwards. Important aspects are:</p> <ul style="list-style-type: none"> <li>- Only talk about the organisation</li> <li>- Make it count (I want your euro to be the first, we already collected 1 Mio, we need one more)</li> <li>- Important: one key sentence!</li> </ul> <p>In the end all participants planed for their organisation / activity one fundraising activity and presented this to the group and showed the impact that would have on the budget.</p>
<p>Visit: Cracow at night</p>	<p>After dinner: trip to Cracow and walk through Cracow at night and joint visit of a traditional pub</p>
<p><b>3<sup>rd</sup> December 2011</b></p>	<p><b>3<sup>rd</sup> Workshop Day</b></p>
<p>Evaluation</p>	<p>A written and verbal workshop evaluation was carried out. Even so not every participants are directly involved in fundraising activities, all appreciated the professional – and entertaining – workshop organised by Kolping Poland and facilitated by Mr Kawalko. The organisation and the hospitality from Kolping Poland was praised by all participants.  Evaluation method: “Colourful leaves” In the room to flipcharts with leaves where put up. On the branches e.g. organisation, methods, practical use... was written. Participants then draw leaves on the branches – and depending on the colour it was good – satisfying – not so good. Afterwards each participant reported briefly about his/her impressions.</p>
<p>Next workshop</p>	<p>The next workshop will take place in Vyhlička, Czech Republic. The topic is cooperation on a European level. The organisers received some feedback on what aspects the participants considered most relevant.</p>
<p>Visit Cracow by day</p>	<p>Afterwards all participants went to Cracow and had a guided sightseeing tour through this beautiful old town. After lunch, the participants departed.</p>

## To do list

<b>What</b>	<b>Who</b>	<b>When</b>
Program and financial information for the third workshop in the Czech Republic	Katerina	Done
Participation list	All partners	20 <sup>th</sup> January 2012
Final program	Beata	27 <sup>th</sup> January 2012
Upload of pictures of the second workshop	Patrycja	Done
3 <sup>rd</sup> Workshop in the Czech Republic	All	2 <sup>nd</sup> – 4 <sup>th</sup> February 2012
Information regarding "New Media Policy" and the forum (on the Kolping Europe webpage)	Daniela	Delayed till February 2012