



KnowledgeSeries

Mastering arts fundraising

March – June 2021

creative
partnerships
australia

Creative Partnerships Knowledge Series is a master course of eight online seminars in arts fundraising.

Presented by leading Australian and international experts, the webinars cover essential fundraising topics contextualised and relevant to the unique Australian cultural landscape.

Creative Partnerships Knowledge Series presents strategies, insights and efficacious tools that will build your expertise in arts fundraising.

At 90 minutes each, the intensive sessions are perfectly structured to complement the high-demand work practices of fundraising professionals with short, monthly sessions designed to provide tangible value, immediately applicable to the workplace.

With two main program streams, participants can select the stream or sessions appropriate to their experience and current objectives, or deep dive into the entire program, expanding their knowledge and skill across this comprehensive sector specialisation.

The Knowledge Series will run from March – June 2021, Thursdays @ 11.30am AEDT/AEST*.

Who should participate?

The Knowledge Series is designed for fundraising professionals, executives, Artistic Directors, Board members and CEOs seeking to enhance their knowledge in fundraising and build their skills set for the Australian arts and cultural sector.

The Knowledge Series is carefully tailored to be applicable for professionals at varied levels of experience and expertise and is structured into two program streams.

The Development Stream is designed for early to mid-career development professionals looking to expand their competency and skill set.

The Leadership Series is aimed at professionals with more experience seeking to enhance their knowledge and provide organisational strategic leadership, guidance and capacity building.

Participants can book into either stream of four sessions, the entire program of eight sessions, or select individual sessions across the program, building your knowledge and expertise in discrete areas.

The Development Stream

- Pro-Active Bequest Strategies for Arts Companies
- Corporate Partnerships in 2021 and Beyond
- Effective Donor Cultivation
- Tax and Tips for Arts Fundraisers

The Leadership Stream

- Coaching and Mentoring Strategies
- Storyliving: Creating Transformational Major Donor Experiences
- Transforming your Fundraising through Decision Science
- Seven Steps to Capital Campaign Success

*Transforming your Fundraising through Decision Science, Thursday 20 May will be held at 3.00pm AEST

Development Stream

Thursday 4 March **Pro-Active Bequest Strategies for Arts Companies**
11:30am AEDT **Andrew Sabatino, Donor Republic (AUS)**

Once your bequest program is in place, how do you activate it? This webinar takes a pro-active approach to bequests – how to prompt bequests, how to know when a bequest has been made, and how to keep bequests current. An essential topic for all arts organisations – large or small, metro or regionally based.

Thursday 29 April **Corporate Partnerships in 2021 and Beyond**
11:30am AEST **Linda Garnett and Sharon Dann, Stellar Partnerships (AUS)**

Build skills, knowledge and confidence to enable you to win higher value, more strategic and sustainable partnerships. Learn how to move from transactional sponsorships to strategic partnerships and discover what a corporate partner is looking for. Leave the workshop with the key ingredients for a successful corporate partnerships program in 2021.

Thursday 6 May **Effective Donor Cultivation**
11:30am AEST **Jimmy Buck, Deakin University (AUS)**

Effective cultivation of donors and prospective donors is about building long-lasting, meaningful relationships between individuals and the arts and cultural organisations we serve. These relationships must be carefully nurtured and require a whole range of skills to re-connect and engage supporters with your organisation. Donor Cultivation is a courtship that marries the art and science of fundraising. Systems and processes are important to track prospect movement, but nothing beats a strong, honest relationship.

Thursday 3 June **Tax and Tips for Arts Fundraisers**
11:30am AEST **Presented by Creative Partnerships Australia,
The Arts Law Centre of Australia and the Australian Tax Office**

For arts organisations, navigating the sometimes muddy waters of taxation law, particularly in relation to fundraising, can mean the difference between an effective fundraising strategy that secures new revenue streams, and failure (not to mention breaking the law!). To help you be the best fundraiser you can be, we've teamed up with The Arts Law Centre of Australia and the Australian Tax Office to provide fundraising staff, general managers and finance managers with the essentials of fundraising tax law.

Leadership Stream

Thursday 18 March **Coaching and Mentoring Strategies**
11:30am AEDT **Elayne Verner, Steople (AUS)**

This sessions presents essential training for senior development managers on coaching and mentoring their growing development teams. Be introduced to a range of tips and techniques that will enable you to conduct more productive conversations, and to support stronger development outcomes for your respective coachees and mentees. Learn about the G.R.O.W. model and Socratic questions, and come out with a commitment to action.

Thursday 22 April **Storyliving: Creating Transformational Major Donor Experiences**
11:30am AEST **Tammy Zonker (USA)**

This Storyliving session explores the donor experience through their eyes. You will leave the session understanding the seven primary major donor personas. Better yet, you'll understand how to anticipate your donor's needs, build trust faster and secure more five, six and seven figure gifts.

Thursday 20 May **Transforming your Fundraising through Decision Science**
3:00pm AEST **Bernard Ross and Dana Segal, National Arts Fundraising School (UK)**

Research in behavioural economics and neuroscience is transforming the way charities are raising funds – especially from individual donors. If you're prepared to leave behind the framework of historical 'best practice' this challenging webinar will help you to make scientifically informed choices on how to increase income. Sharing the results of the World's Largest Arts Fundraising Experiment as well as recent Australian experiments, learn how these techniques work in practice and how you can apply them to your work.

Thursday 17 June **Seven Steps to Capital Campaign Success**
11:30am AEST **Tammy Zonker (USA)**

Longing for capital investment to expand or enhance the impact of your arts organisation? This webinar explores the seven key steps to capital campaign success. You're sure to gain insights and inspiration for your own capital campaign planning by joining this session.

Presenters



Jimmy Buck (AUS)
Deakin University

Jimmy is the Chief Advancement Officer at Deakin University. He started his career as a student, co-chairing Boston University's class gift campaign, raising US\$100,000 from graduates. At the University of Sydney, Jimmy led advancement services, alumni relations and development teams in higher education and medical philanthropy. His leadership role generated income for the \$1 billion INSPIRED campaign, the largest philanthropic campaign in Australian higher education. Jimmy brings experience from Boston University, the Universidad Autonoma de Madrid and the University of Sydney.



Sharon Dann (AUS)
Stellar Partnerships

Sharon has been in love with fundraising and the NFP sector for almost two decades. Starting her career in 2001 as a backpacking fundraiser, she then started her own face-to-face fundraising business. Her breadth of experience encompasses major gifts, trusts and foundations, specialising in corporate partnerships. She is expert in winning, nurturing and growing corporate partnerships, raising millions of dollars for the organisations she has worked with. She is passionate about improving the capability of the sector, finding the solution to your organisation's complex problems using corporate partnerships.



Linda Garnett (AUS)
Stellar Partnerships

Linda has over 20 years' experience in senior leadership and strategic management roles in the corporate sector in the UK, Canada, Japan and Australia. She has been responsible for billion-dollar deals, new strategic directions of businesses and innovative partnerships. She has worked in the NFP sector developing shared value partnerships, with organisations such as Save the Children, headspace, World Vision, febfast and Cancer Council. Linda is passionate about achieving positive social outcomes through collaboration between corporates and NFPs.



Bernard Ross (UK)
National Arts Fundraising School

Director of the UK's National Arts Fundraising School and of =mc consulting, Bernard has written six award winning books on strategy, fundraising and social change including *Change for Good – Using Behavioural Economics for a Better World* with Omar Mahmoud. He has two new books including *Making the Ask* on the behavioural science of solicitation. He has advised the Tate Gallery and the Science Museum and NGOs including UNICEF, UNHCR, IFRC, ICRC and MSF/DWB. He's raised money to refurbish France's most famous monument; a museum to house the world's largest dinosaur in Argentina; and to save the last 800 great apes in Africa.



Andrew Sabatino (AUS)

Donor Republic

Andrew is co-Founder and Director of Donor Republic, one of Australia's leading fundraising agencies. Previously he led Guide Dogs SA/NT to significant fundraising growth over seven years from \$1m to \$9m. He later chaired the Guide Dogs Australia Fundraising Committee with annual income growing from \$53m to \$87m. He is a past state and national winner of the Fundraising Institute of Australia's Fundraiser of the year award.



Dana Segal (UK)

National Arts Fundraising School

Dana is the Deputy Director of the National Arts Fundraising School and a senior partner at =mc consulting. As a leading expert in the cultural and creative industries, Dana has helped a wide range of cultural institutions raise more and better funds, including Southbank Centre (UK), Charles Dickens Museum (UK) and Cuban Ministry of Culture (Cuba), through to grassroots organisations and artists including the vacuum cleaner (UK) and Zaluso Arts (Malawi). Dana is an award-winning Chair of Emergency Exit Arts, Chair of the Chartered Institute of Fundraising Cultural Sector Network, and Curator of #ArtsSummit.



Elayne Verner (AUS)

Steople

Elayne is an Organisational Development Specialist with extensive global experience, and a deep appreciation of organisational challenges and opportunities. She delivers high-impact people solutions in leadership development, talent management and coaching of employees at all levels. Elayne shares high-level strategic approaches and pragmatic, hands-on coaching and consulting. She focuses on positive behaviour change, personal effectiveness, performance improvement and goal setting. She is passionate about creating sustainable change at both an individual and organisational level, with strong emphasis on authenticity, performance, and personal well-being.



Tammy Zonker (USA)

Tammy Zonker is recognised as one of America's top 25 fundraising experts. She is an inspiring international speaker and trainer in the discipline of transformational philanthropy. She has trained, coached, and led NFP teams to raise more than half a billion dollars including a single gift of US\$27million. When not speaking at conferences or fundraising, she's leading webinars, online masterclasses, private workshops, and retreats or training her online membership community of Fundraising Transformers.

The CPA Knowledge Series sessions will be delivered online via Zoom.

Participants will be sent unique Zoom links prior to each session.

All sessions will be run at 11:30am AEDT/AEST, except for Transforming your Fundraising through Decision Science which will be held at 3:00pm AEST.

The series will be recorded and available on our website shortly after each has been run.

Development Stream

4 x sessions – \$120

Leadership Stream

4 x sessions – \$120

Full Program

8 x sessions – \$240

Select Your Own Program

Individual sessions – \$40

Book any 4 or more sessions and receive a 25% discount

[Book now](#)

For more information visit
creativepartnershipsaustralia.org.au

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