

# Winning Partnerships

11th -13th November 2015  
The Inch, Loch Ness, Scotland

Price:  
£ 1,695  
+ VAT



## Corporate Partnerships is one of the biggest opportunities for charities

Public trust in business is low and companies are facing a new world, where they have to relate to consumers in different and more engaging ways. This provides huge opportunities to deliver innovative and high quality approaches to what we used to call “corporate fundraising”.

### If you want to learn...

- How to get yourself into the right meetings and deliver that pitch-winning moment.
- How to create long-term, strategic corporate partnerships and take away that short-term budget pressure.
- How to create truly inspirational ideas that open doors and fuel growth.
- How to stop underselling your cause, so you can create partnerships that really deliver for you and the company.
- How to get into the mind of companies using the insights from relationship fundraising.
- How to combat suspicions and barriers so you anchor success in the organisation.
- How to build your team to consistently deliver winning partnerships.

### What do we mean by Winning Partnerships?

“Corporate fundraising” is a dinosaur, and often a slow-growing and unprofitable one at that. However, the potential for fundraising growth from business-charity partnerships has never been greater. New ways of how consumers relate to companies, to charities and each other means that your best partnership prospects might not be who you think they are.

Winning Partnerships is all about creating long-term, strategic relationships that are based on trust, shared purpose and deliver meaning to people in companies, charities and in the market place.

*“The outstanding moment for me on the course was when we did the pitching. It was the first time we’d ever pitched the charity not based entirely on a commercial aspect. We really valued the charity’s role in delivering what a company was aiming to deliver. I feel like the course was the most valuable three days I spent on my fundraising strategy last year. It was brilliant and game-changing for us as a charity.”*

**Donna Holland, Head of Fundraising & Marketing, Girlguiding UK**

## What can Winning Partnerships do?

“Winning partnerships” is a mind-set and a method to change the way your charity creates relationships with the for-profit world. Charities who truly understand how to create wins – for themselves and for their partner – can change the world faster and more efficiently through entrepreneurial approaches, creative ideas and exceptional teams.

This masterclass gives you the knowledge that you need, based on research and case-studies, to transform your personal and organisational mind-set and behaviour to enable you to create new kinds of value and growth.

## What you will take away from the masterclass

- A winning partnership mind-set to take your corporate partnerships onto a whole new level.
- A fresh and compelling approach to pitching that you can use with your top prospects.
- An understanding of how to find corporate partners who are right for your charity, beyond the usual suspects.
- An action plan detailing the steps you need to take to transform your results.

## Who should come?

Ambitious corporate fundraisers, fundraising directors and heads of fundraising – in short, anyone interested in making winning partnerships an integrated part of their organisation.

**Winning Partnerships is a unique masterclass that brings together Alan Clayton’s pitch-winning creative ideas and behaviours, Ken Burnett’s insights from relation fundraising, and Jonathan Andrews’ growth-creating corporate strategies.**

## The Practical Stuff...

### When is it?

**Winning Partnerships** starts on Wednesday, 11th November 2015 at 9.00 AM. Please plan to arrive on Tuesday the 10th. We finish at lunchtime on Friday, 13th of November.

### Where is it?

The Inch Hotel, Fort Augustus, Loch Ness, Scotland. To concentrate fully on something important and get your brain working at it’s best, we believe it is essential to get away from the hustle and bustle of your everyday work, focus the mind and get the best out of you. This country house, with its gorgeous location overlooking Scotland’s most famous loch, has bred many inspirational ideas and significant fundraising insights for CEO’s, fundraisers and charity staff. We can’t guarantee a sighting of Nessie, but you never know.

### What is the cost?

The cost per attendee is £1,695 plus VAT.

All accommodation, meals, seminars, sessions and materials are included. As long as you can get yourself to Inverness, where we will arrange pick-up, and bring a few pounds for a drink if you like, everything else is within the price.

### What do I need to do now?

- To book, visit <http://bit.ly/1MmVNB8>, email [dave@revolutionise.com](mailto:dave@revolutionise.com), or phone us +44 (0) 1320 366 832 to confirm that you are coming.
- We will simply send you an invoice and, when this is paid, your place will be confirmed.
- Book your transport to Inverness. We will advise on recommended flights closer to the time of the seminar, and arrange your airport or trains station pick-up.

For more information, see [www.inchhotel.com](http://www.inchhotel.com). For further background, see [www.revolutionise.com](http://www.revolutionise.com).

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## The People



### Alan Clayton

A trained scientist who works in the inspiration and creative business, Alan is a force for rapid and dramatic change and growth, with people power at the front of his philosophy, always backed up with evidence and research. After a career in national charities, he spent ten years running a full service agency, then formed Revolutionise with Ken Burnett in 2008. Alan has worked with over 320 clients around the world. He specialises in pitch-winning creative insight and strategy, donor insight, emotional communication and motivation. He has won a basket full of awards, published much original research and theory, and is known as a challenging and inspirational speaker.



### Jonathan Andrews

Jonathan Andrews is a corporate partnerships specialist with 16 years experience. He has led successful fundraising teams at Alzheimer's Society, Age Concern and Action for Children. At Alzheimer's Society his team's fundraising income increased from £4m to £16m in four years. He has secured a number of major corporate partnerships including BT, Bupa, Credit Suisse, Intel and Santander. He is also the co-founder of 'Byte Night', the IT sleep-out, which has raised over £8 million for Action for Children. In 2013 he created 'Remarkable Partnerships' a consultancy that helps charities grow their corporate partnerships. Jonathan's latest industry research is summed up in the report 'Inspiring World-changing Partnerships: The Power of Making a Difference'.



### Ken Burnett

A fundraising sage with almost forty years of experience in transforming the way charities, non-profits and NGOs develop their relationships, Ken is well known as writer, communicator, mentor and international inspirational speaker. He is author of several books on donor development and communication, including the seminal Relationship Fundraising. Chairman of Trustees at ActionAid from 1998 to 2003, Ken began his fundraising career with that charity back in 1977. He owned and ran Burnett Associates for 18 years and founded Revolutionise, then known as Clayton Burnett, with Alan Clayton in 2008. To inspire excellent fundraising practices, Ken is also the founder and managing trustee of SOFII, the Showcase of Fundraising Innovation and Inspiration.