



The Resource Alliance
presents

The 30th International
Fundraising Congress
19-22 October 2010

Round up and highlights

This year, the International Fundraising Congress (IFC) celebrated its 30th anniversary with extra sessions, special guest speakers and cutting-edge thinking. More new research was presented than ever before and a positive future-gazing exploratory programme received superb feedback.

Just a few of the highlights of this year's forward looking Congress are listed below:

Day One: 19 October 2010

Masterclass programme began with huge demand and sold out sessions.

Leaders in Fundraising Forum – first meeting for senior fundraisers from leading charities

The first day of the IFC saw the inaugural Leaders in Fundraising Forum, which gathered senior fundraisers from around the world to discuss topical issues and share best practice for those that operate on a national rather than international level. Among the attendees were top representatives from WaterAid, The Red Cross and The British Heart Foundation, who debated the importance of change management for the sector and how key issues from disparate markets could be learned from and translated in other regions.

Broadcast media: a rapidly changing channel

Senior fundraisers from some of the world's leading charities debated the future of broadcast media for the sector at the second of two sessions of the Leaders in Fundraising Forum.

New research on corporate engagement launched

Fiona Duncan, Director at Think Consulting Solutions, unveiled the findings of major new research into global trends in corporate engagement and how it affects non-profit organisations.

Digital techniques Masterclass

Digital experts from the non-profit and commercial sectors, including Elmer Sotto, Head of Growth for Facebook in Canada, gave delegates insight, best practice and tips on how best to use social networking, online video, website conversion and mobile across their campaigns.

Other popular Masterclasses included fundraising strategy with Margaret Bennett & Chris Innes, transformational leadership with Bernard Ross, the new major donors in Europe with Chris Carnie, finding new supporters and building long-term relationships with them with Stephen Pidgeon and turn your fundraising programme into a fully integrated and measurable success with Jo Sullivan.

Day Two – 20 October 2010

The core programme began, with the Opening Plenary, workshops and 60 minute sessions.

Opening Plenary: Look back, leap forward - the last 30 years for fundraising and what the future holds

Tony Elischer, Founder, Think Consulting Solutions and Esther Kwaku, Individual Giving Manager, Children in Crisis delivered the Opening Plenary in front of a packed audience of over 950 attendees at this year's International Fundraising Congress, the 30th anniversary of the event. They took a look at the issues that have shaped fundraising over the last three decades, backed by a wall of time-lined video footage that included the famine in Ethiopia, Live Aid and the floods in Pakistan and gave delegates an insight into what the future for fundraising will be like.

Insight into raising funds for emergencies

A lively panel debate considered what the sector has learnt from recent emergencies and urgent appeals, the role that social networking can play in this area and the influence the media has. Hosted by Mark Astarita, Director of Fundraising at the British Red Cross, other panellists included Amanda Seller, Chair of the IFC and Director of International Fundraising at UNHCR, Imogen Ward, Director of Marketing and Communications at Merlin and Aki Temiseva from World Vision International.

Global SONI survey 2010 – results unveiled

Blackbaud and the Resource Alliance unveiled the results of the largest ever global benchmarking survey that looked at operational efficiencies, fundraising methods and channels, costs and expenditure and charity expectations for the coming year. A year-on-year growth in overall optimism was reported, along with across the board expectations of increases in total income despite reductions in state funding. Fundraising development and growth stood out, especially in India.

The Gill Astarita Memorial Fund reception

The Fund, set up by Gill's husband, Mark Astarita, in memory of his wife, a widely respected fundraiser who lost her battle with cancer in 2008, has to date raised £46,000. The aim is to raise £50,000 before Gill's birthday on November 5th. The Fund is used to support capacity building of fundraisers from small and medium sized organisations based and working in Asia and Africa.

Biggest-ever benchmarking study on international NGOs unveiled

International non-governmental organisations (INGOs) who form the exclusive INGO Forum had the opportunity to learn from their peers, following the completion of the biggest INGO fundraising benchmarking study to date. Top line findings from the study were unveiled to a wider audience on the second day of the 30th International Fundraising Congress.

Resource Alliance Global Awards for Fundraising celebrated

UK, India and Australian charities triumphed at the Awards, which covered four categories including Big Idea - Small Budget, Innovative Fundraising Campaign, Fundraiser of the Year and Outstanding Volunteer. The Awards were announced at a glittering ceremony with a keynote speech from Dame Stephanie Shirley, the British Government's Founding Ambassador for Philanthropy and one of the Awards judges. Eight countries participated in this pilot year with the judging panel including Kumi Naidoo, Paulette Maehara, Ashvin Dayal, Dame Stephanie Shirley and Per Stenbeck.

Day Three: 21 October 2010

A packed day of workshops, big room sessions and face-to-face debate.

Celebration 30! Big Room Sessions

Five major showcases drawing on thirty years of thinking treated delegates to best practice and how to develop that thinking for now and into the future. Topics discussed included digital technologies, a fresh approach to creativity and understanding donors. Alan Clayton, co-founder of Clayton Burnett spoke about the latter, reinforcing his controversial theory that fundraising is all about the donor rather than the beneficiary.

Celebration 30! – Big Room Sessions – Digital Future

Daryl Upsall brought together eleven of the foremost digital specialist speakers from around the world, two linked in via Skype from Argentina and Canada, to explore and discuss the future of fundraising in a digital world. Generally we won't recognise the digital world of tomorrow. The key message was that all forms of digital channels will converge and usage will no longer be about 'the web' but will be all about the 'device' and the incredible level of donor information and therefore insight that will be available for fundraisers.

The session looked at new innovations in geo-location, Google TV, the YouTube Non-Profit Program and more emerging technologies that will challenge and develop fundraising in the future.

Face-to-face fundraising

Face-to-face fundraising is practised in various forms in around 50 countries, yet there is no sharing of best practice across the world. In a special session convened by the UK's Public Fundraising Regulatory Association (PFRA), which gathered together more than 40 global face-to-face fundraisers for the first time, participants discussed what type of global co-operation face-to-face practitioners need and what would be the best way to deliver this. PFRA will now produce a report of the discussions, which will contain several action points for further consideration later this year.

Link between online and telephone fundraising – test results

Andrew Bales of Amnesty International, Canada and Mike Johnston of Hewitt & Johnston Consultants, Canada ran a session that presented new results of tests carried out in June this year studying how best to link online and telephone fundraising for greater success.

The premise stated that fundraising is an emotional ask but technology inserts distance, dehumanising the process. Online communications enable easier and faster solutions than direct mail when responding to news events and disaster appeals. Whereas, the power of the human voice should not be underestimated for making a real and personal connection. So if the two are combined in the right way, and timing is key, results can be impressive

Day Four: 22 October 2010

Final workshops and Celebration 30! Big Room session, followed by Closing Plenary!

Closing Plenary: The next 30 years – what's your story?

In one of the highlights of the Congress, Dr. Bill Magee, Co-founder and CEO of Operation Smile, moved the audience to tears during the Closing Plenary. He shared with delegates his incredible journey, founding and growing Operation Smile, an organisation which provides surgery for children around the world with facial disfigurements, and highlighted what his charity work had taught him.

And finally

CFRE Continuing Education points

The Resource Alliance was pleased to work with CFRE International to make continuing education points available for delegates working towards obtaining or renewing their Certified Fund Raising Executive (CFRE™) credential. Full participation in the 30th International Fundraising Congress is applicable for 15.5 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Resource Alliance (www.resource-alliance.org)

The Resource Alliance is an international NGO working to strengthen the capacity of not-for-profit organisations to mobilise funds and local resources for their causes. It achieves this through training, knowledge sharing and partnership networking activities worldwide. The Resource Alliance organises and hosts conferences and workshops all round the world (including the world-leading annual International Fundraising Congress (IFC) and runs a qualification and accreditation course in fundraising in partnership with Business Schools around the world. It also organises Awards promoting best practice in fundraising and has facilitated set up of national fundraising Associations.

International Fundraising Congress (IFC)

The IFC is the world's leading conference for senior fundraisers, attracting almost 1000 participants from more than 50 countries worldwide, and has been staged every year since 1980. The 30th IFC was held at the NH Leeuwenhorst Hotel, the Netherlands, from October 19-22, 2010. For full details see www.resource-alliance.org/ifc/ .

Dates for your diary!

The next IFC will take place 18-21 October 2011 in the Netherlands