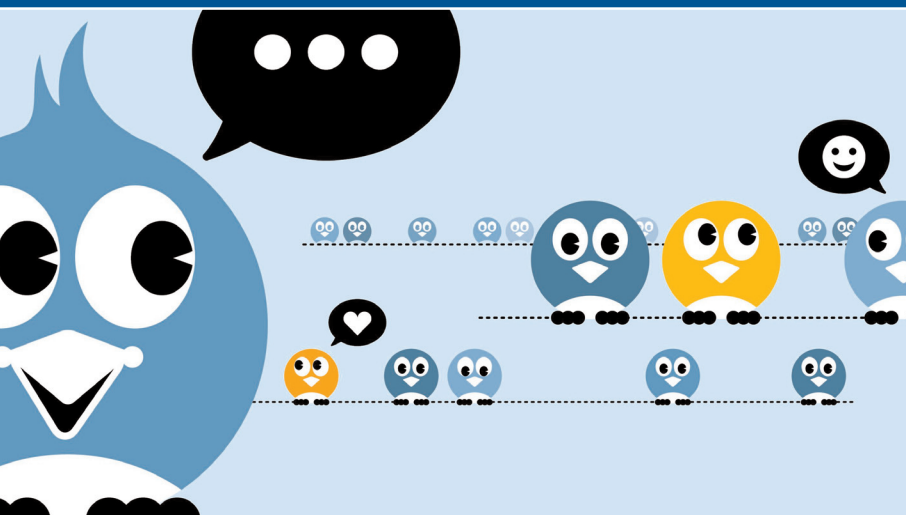


Next Generation Fundraising

the power of new media in the 21st century



The world of fundraising is going digital.

Increasingly support is being won and lost online and through new media technologies.

This one-day conference is your chance to keep your charity ahead in this new world.

Tuesday 27 April 2010
09.30 - 16.45

Venue:

The Black Country Living Museum
Tipton Road
Dudley, West Midlands
DY1 4SQ

Delegate rate is only:

Members £40; Non-members £60
including buffet lunch, and coffee on arrival and following close.

Who should attend this event

Anyone looking to find new ways of reaching out to donors and supporters, including:

Chief Executives, Fundraising Directors
Fundraising Managers, Volunteering Co-ordinators, Event Fundraisers, Marketing and DM Managers, Web and Online Teams, Fundraising Consultants, Trustees

this event is sponsored by:



JustGiving™

“The sheer variety of ways of giving to charity make fundraising unrecognisable even from twenty years ago.”

John Low, CEO, Charities Aid Foundation, 2008

Our speakers are leading authorities from the world of new media fundraising:

Jonathan Waddingham, JustGiving - What is social media? Who is using it? What can it do for your charity?

Sue Fidler, IT Consultant - The Five Pillars of Online Fundraising

Jill Ross, See the Difference - Harnessing the power of video and the internet to reach the 'new' generation of givers

Jonathan Waddingham, Just Giving - Using social media - Twitter, Facebook, LinkedIn - to drive income from fundraising events

Paul Sage, Click4Causes - How to use online digital media to promote your cause

With case studies from the Richard Brown of Joanna Brown Trust, Ravinol Chambers of Be Inspired Films and from the Beacon Centre for the Blind

Book your place today - Email: iofwm@pjwilliams.me.uk or Tel: 0121 308 4968 / 07931 533648 for further information. For more about lofF WM visit: www.institute-of-fundraising.org.uk/westmidlands

The Institute of Fundraising is the professional body for UK fundraising. The Institute of Fundraising in the West Midlands is run by a volunteer committee. We support fundraisers, through leadership, representation, setting standards, and training, and we champion fundraising as a career choice.

The Institute is a charity registered in England and Wales (No 1079573) and Scotland (No SC038971)

Next Generation Fundraising Booking Form

Seminar Participant Rates:

Institute of Fundraising Member
Membership £40

Membership No: _____

Non-Institute Member £60

Remember you can save over 30% on this event by **joining the Institute of Fundraising** at the time of booking. Membership includes reduced rates at local and national events and a FREE subscription to Third Sector magazine

For further information and to **join online** visit www.institute-of-fundraising.org.uk/individual or call our Membership Team on 020 7840 1010.

Please complete one form per place booked

Title (Dr/Mr/Mrs/Miss/Ms)		First Name	Surname
Job Title		Organisation	
Address			
Town		Postcode	
Tel.		Mob.	
E-mail			
Special dietary requirements			
Any access needs			

Please send this form with payment by cheque (payable to Institute of Fundraising West Midlands) to arrive by **Tuesday 13 April 2010** to:

**The Treasurer
IofF West Midlands
37 Randle Drive
Four Oaks
Sutton Coldfield
West Midlands
B75 5LH**

Bookings after the 13th April can be accepted by telephone and email only

Cancellations: A full refund can only be given for cancellations before the 13th April.

Email: iofwm@pjwilliams.me.uk or Tel: 0121 308 4968 / 07931 533648 for further information

We regret that currently we cannot accept payment by credit or debit card.

DATA PROTECTION

The Institute of Fundraising West Midlands would like to keep you informed about future events and activities organised by the group that may be of interest to you.

By entering your details in the fields above you agree to allow the Institute of Fundraising to contact you by mail regarding our services. If you do NOT wish to receive such communications please tick. If you wish to receive communications via e-mail, telephone or fax please tick.