

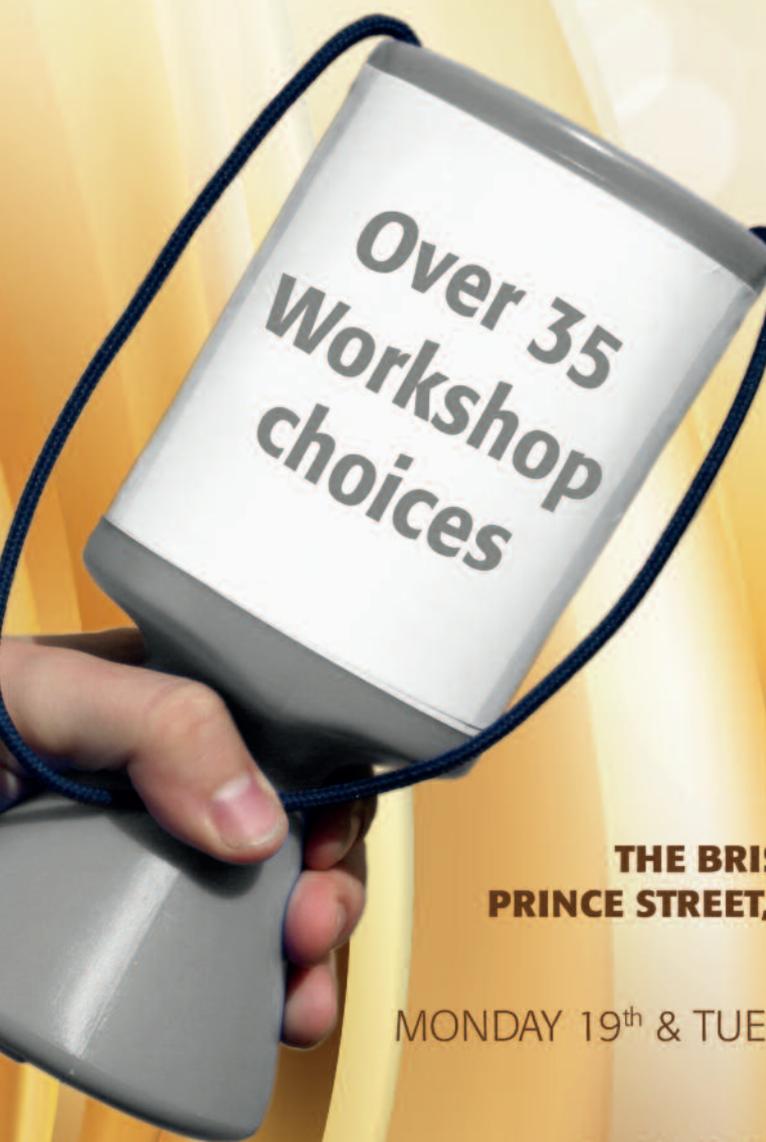
The National Association of
Hospice Fundraisers



CONFERENCE 2018

Turning Silver into Gold

CELEBRATING 25 YEARS OF NAHF



Over 35
Workshop
choices



Network
with other
hospice
fundraisers

**THE BRISTOL HOTEL
PRINCE STREET, BRISTOL, BS1 4QF**

MONDAY 19th & TUESDAY 20th MARCH 2018

Reg Charity Number: 1060570

Introducing your 2018 NAHF Conference...

2018 marks a special anniversary for NAHF as we celebrate 25 years of our organisation providing a platform for networking, education, collaborating and developing our members to ensure that you feel confident and proud of the job that you do so well.

Our 2018 theme is 'Turning Silver into Gold' as we look ahead to the next 25 years of being here for our members. It also represents our professional environment, always looking to raise even more money and discover the next big thing that is going to keep our Trustees happy.

We have a varied workshop timetable over the two days which is in addition to networking with other fundraising colleagues, visiting our exhibitors and leaving ready to take on the next financial year.

We hope you will be able to join hundreds of other hospice fundraisers at our 2018 conference in Bristol and help us celebrate 25 amazing years of NAHF.

Matt Smith
Conference 2018 Lead

Plenary Speakers

We have a fantastic selection of Plenary Speakers over the two days of our conference. Let's find out a little bit more about them all:

Kim van Niekerk



Recognised as one of the leading educators in fundraising and a respected coach, trainer and speaker, Kim has spent 14 years working across the social enterprise, charity and corporate sectors.

Kim is currently a lecturer for the Institute of Fundraising's Diploma, Faculty member for the EIB Institute Social Innovation

Tournament Bootcamp and an Associate for Open Innovation experts, 100% Open. She is also a visiting Fundraising Strategist at Oxfam GB. Kim has trained, mentored and coached over 1000 fundraisers from every shape, size and sector of the non-profit world. She was a co-founding Director of the FSI and a Campaign Manager during the NSPCC's FULLSTOP campaign delivering £16m.

Dr David J Hall



David J Hall founded the Ideas Centre in 2011, born out of a passion for creativity and innovation with a proven leadership track record at Board level in a range of sectors (both private and public).

For over 25 years he has held Board positions in a range of manufacturing, service and technology transfer organisations, holding positions in

engineering, marketing and manufacturing management. Creativity, innovation, and a pursuit of the perfect culture provide a common thread throughout his career to date.

Slightly random stuff of note:

- Entry into The Times Top 100 Best Companies to Work For
- E-on Award – "UK's Most Energetic Boss"! (2007)
- In 2007 became Visiting Professor in Business Creativity at the University of Bedfordshire.

Nicola Masters



Nicola co-founded the Grand Appeal 20 years ago and now leads the multi-award winning charity across 6 brands including the internationally renowned arts trails Gromit Unleashed, Shaun in the City, and Morph Still Naughty at 40! Exhibition together with the new trail planned for 2018.

David Burland



David Burland has worked in the hospice movement since 1995. He started out at Princess Alice Hospice in Esher as Director of Marketing where he doubled income in three and a half years.

He then spent 13 years at Hospice UK – under its previous title of Help the Hospices. As Director of Income Generation his team increased income six

fold in seven years. He moved onto become Chief Operating Officer and then Deputy CEO.

In 2012 he became CEO of Shooting Star Chase, a newly merged children's hospice service. Whilst he was their both their hospices were accredited as 'Outstanding' by CQC and the hospice increased their range of services and numbers of children and families supported.

He is now a freelance consultant working with a range of clients on income generation and other projects.

Programme

Monday 19th March

9.30am	Arrival and registration
10.30am	Welcome and Introduction
10.45am	Message from Chair of NAHF
11.00am	Opening Plenary
11.45am	Workshop 1
12.45pm	Lunch
1.45pm	A word from our Sponsors
1.55pm	Plenary
2.40pm	A word from our Sponsors
2.50pm	Tea – Network and visit exhibitors
3.20pm	A word from our Sponsors
3.30pm	Workshop 2
4.30pm	Workshop 3
5.30pm	Check in to rooms
7.00pm	Drinks reception
7.30pm	Gala Dinner

Tuesday 20th March

7am - 8.30am	Breakfast
8.30am	Network and visit exhibitors
9.15am	A word from our Sponsors
9.25am	Plenary
10.10am	Workshop 4
11.10am	Tea – Networking and Exhibitors
11.40am	Workshop 5
12.40pm	Lunch
1.40pm	A word from our Sponsors
1.50pm	Plenary
2.35pm	A word from Hospice UK
2.45pm	Conference 2018 & 2019
3.00pm	Workshop 6
4.00pm	Carriages

Booking Terms & Conditions

These terms and conditions apply to bookings made by delegates wishing to attend the annual conference organised by the National Association of Hospice Fundraisers (NAHF) and are subject to review from time to time.

1. Payments

All bookings made prior to the conference must be paid in full to guarantee registration. Once payment has been received, an email confirmation and a receipted invoice will be sent. If payment is not made at the time of booking, registration will be provisional. Bookings received less than two weeks before the conference date can only be paid online.

2. Early Bird Rate

In order to qualify for any 'early bird' rates, booking and payment must be received before the deadline date listed in the conference marketing material.

3. Substitutions & Cancellations

Delegates may nominate an alternative person from their organisation to attend up to 10 working days prior to the start of the event, at no extra charge. Should substitution not be possible, refunds will apply as follows:

- 8 to 12 weeks prior to start of event: 50% of the delegate fee
- 2 to 8 weeks prior to start of event: 25% of the delegate fee
- 2 weeks or less prior to start of event: no refund

All substitutions and cancellations must be received in writing to the conference organiser. Any delegates who do not arrive, or who depart early will not be eligible for any refund.

4. Accommodation

Priority for accommodation at the main conference venue will be given on a first come, first served basis, subject to availability. Should the main venue not have sufficient rooms to accommodate all delegates an alternative hotel will be sought. In the unlikely event of no alternative being available delegates will be advised and a solution agreed.

5. Alterations to Programme - Cancellation/Postponement of Event

- NAHF reserves the right to make alterations to the conference programme, venue and timings.
- In the unlikely event of the programme being cancelled by NAHF, a full refund will be made. Liability will be limited to the amount of the fee paid by the delegate.
- In the event of it being found necessary, for whatever reason, that the conference is being postponed or the dates being changed, the organisers shall not be liable for any expenditure, damage or loss incurred by the delegate.

6. Speakers, Workshop Facilitators and Exhibitors

Views expressed by speakers and workshop facilitators are their own. NAHF cannot accept liability for advice given, or views expressed, by any speaker or workshop facilitator at the conference or in any material provided to delegates. Exhibitor attendance does not constitute an endorsement of such company or supplier by NAHF. Nor does NAHF accept any responsibility for any business undertaken with any exhibitor.

7. Photography & Filming

For promotional purposes, there may be a professional photographer and video production taking place during the conference. Delegates who do not wish to be filmed or recorded should advise the photographer or video technicians directly.

8. Travel

NAHF would appreciate travel arrangements being made wherever possible to ensure that delegates remain at conference until the close of business.

Please contact the conference organisers or your local NAHF Executive Representative if you have any query regarding these terms and conditions.

Workshops

We have a varied selection of workshops over the two days of our 2018 conference. Here is some information to help you make your decision on which sessions to attend.

WORKSHOP 1 MONDAY 19th MARCH 2018 11.45am

1a. Patient Comfort – a case study of Weldmar's best ever direct mail appeal

Facilitator: Ash Gilbert, Pebblebeach and Matt Smith, Weldmar Hospicecare

Subject area: Direct Marketing

Audience level: All levels

Workshop: This session tells the full story of Weldmar Hospice's summer 2017 direct mail appeal – which raised more than 4x their previous best ever result.

Matt from Weldmar and Ash from agency Pebblebeach will take you through the whole process of planning and creating the appeal – and share the insights gained. They'll provide a full breakdown of results – and give delegates key pointers to replication this incredibly successful appeal.

1b. Managing Stress - Building Resilience

Facilitator: Barry Lewis, JW Training Limited

Subject area: Personal Development

Audience level: All levels

Workshop: Most of us know at least the basics of First Aid and by law every workplace within the UK has a qualified First Aider. However when we are faced with the less tangible and often more daunting challenge of helping ourselves or another overcome an emotional issue many of us are at a loss. 1 in 4 adults will suffer mental and emotional distress each year but many do not recognise the signs of stress until it is too late.

So what can they do to regain some control back into their lives?

This session is designed to help individuals maintain their emotional wellbeing by identifying techniques in providing resilience for themselves but also how to provide support to others by providing 'Emotional First Aid'

1c. Kickstart your Major Donor Programme

Facilitator: Mike Bartlett, Money Tree Fundraising

Subject area: Major Donors

Audience level: Beginner & Intermediate

Workshop: Learn how to kick start or develop a fledgling major donor programme, without investing lots of money. We will debunk myths, calm nerves, share knowledge, remove obstacles and reduce fear in the face of major donor fundraising. This quickfire workshop is a practical guide, providing tips on how to embed this high return income stream into your organisation.

Workshop Content:

- Defining major donors
- Major donor theory
- Organisational readiness
- Defining your cause for major donors
- Making the all important Ask
- Models of major donor fundraising
- Managing expectations
- How to find major donors
- Account managing donors
- Examples of success

1d. Branching Out: Adding a Christmas tree collection to your fundraising calendar

Facilitator: Richard Raymond, East Cheshire Hospice

Subject area: Community Event

Audience level: All levels

Workshop: Over the last 18 years, two volunteers from East Cheshire Hospice have been raising funds through a unique scheme to recycle used Christmas trees in the new year, whilst giving households the opportunity to donate to their Hospice.

Whilst their operations now involve 250 volunteers, a weekend collecting 7000 trees and monies raised of over £120,000, they started with a couple of vans and just a few collections. Already over 25 other hospices have taken up this initiative inspired by the experiences of the team from East Cheshire Hospice. So, this is their story and how you too could be part of it!

1e. Local media relations – from offline to online relations

Facilitator: Sarah Knight, Mash Communications

Subject area: Communications & marketing

Audience level: All levels

Workshop: Local media is changing. Staff levels are dropping as there are less and less budgets to manage local newspapers. This session covers what local media wants today and how you can work with them.

1f. Generating vs Donating - DIY fundraising

Facilitator: Gill Jolly, Achieve Consultants Ltd

Subject area: Community

Audience level: All levels

Workshop: Excluding challenge events such as London Marathon and overseas treks, DIY fundraising, for many charities, has the highest £ per head/participant of the areas that make up community as well as a fabulous retention rate. For many potential supporters, a charity's own fundraising activities may not appeal. Therefore the opportunity of doing what a supporter wants rather than being pushed towards a run, challenge or other activity that doesn't inspire means they have 'permission' to fundraise in their own way. Come along to this session and find out more...

DIY, especially in the new Data Protection era of GDPR, has the benefit of being an area of fundraising where people are happy to register with charities and freely give their details and be happy to be contacted again. Therefore this is a valuable acquisition tool as well as a key income generator within a fundraising portfolio.

In this session you'll also find out how DIY can also play an important role supporter journeys, how it creates a deeper level of engagement and other benefits...

WORKSHOP 2 MONDAY 19th MARCH 2018 3.30pm

2a. And the Lucky Winner is... You

Facilitator: Alex Howe and Sarah Green, Your Hospice Lottery

Subject area: Lottery

Audience level: All levels

Workshop: Your Hospice Lottery is operated by St Helena Hospice and works with hospices across Great Britain operating a weekly draw. They have over the last 16 years raised over £8.5m for hospice care through their weekly draw. They have an enormous passion for unlocking the potential lotteries have in raising income for hospices so this session will share some of their "golden nuggets" that have contributed to their success over the years. This workshop is a must for anyone seeking those "quick wins" and "inspiration" to drive income forward from their lottery operation.

2b. Effective Time Keeping

Facilitator: Barry Lewis, JW Training Limited

Subject area: Personal Development

Audience level: All levels

Workshop: Many of us throughout our lives seem to sometimes run out of time yet for many of us it is only a matter of control and prioritising. This session highlights techniques to prioritise usage of personal time.

At the end of this session attendees will be able to:

- Maximise personal time by identifying efficient strategies
- Manage time thieves.
- Effectively and assertively delegate tasks.

2c. 10 Traits of Tomorrow's best Major Gift Fundraisers and Managers

Facilitator: Kim van Niekerk

Subject area: Major Donor Fundraising

Audience level: All levels

Workshop: The session will be a tour of how a handful of the most remarkable major gift fundraisers are achieving their success by seeing their work more clearly than the rest of the sector and by breaking the rules. From individuals step changing their income from £20k to £750k in four years all the way through to those bringing in their first £1m gift just a year after they were averaging £100k at best. Join Kim and find out how these fundraisers are doing it by working differently.

2d. Reducing your workload, increasing income: Community Fundraising; creating and managing Fundraising Groups and introducing an Ambassador programme

Facilitator: Lucy Hume, The Hospice of St Francis

Subject area: Community Fundraising

Audience level: All levels

Workshop: This workshop will look at how to get the most from your Community Fundraising programme in a time of limited resource and increasing income targets. Focusing on working with Fundraising Groups and Ambassadors to extend the reach of your fundraising and community engagement. Looking at recruiting and motivating committees, groups fundraising in memory and community organisations. As well as sharing the progress of The Hospice of St Francis Ambassador programme, and how this has helped our small community fundraising team to grow.

This session will also have time to open up the floor and share successes and pitfalls with the group.

2e. How to create the VERY best Bubble Rush and KAPOW! challenge events

Facilitator: Andy/Diana Caldwell and Jane Thompson, Extreme Adventure and St Luke's Cheshire Hospice

Subject area: Events

Audience level: All levels

Workshop: An introduction to Extreme Adventure's mass participation events that are sweeping the UK. With case studies and marketing and fundraising tips from successful hospices you will leave ready to create an exciting event that has generated up to £100k per hospice event

2f. Inspiring others through story

Facilitator: Lucy Gower, Lucidity

Subject area: Applicable to all

Audience level: Applicable to all – but more suitable for people who see themselves as beginners in storytelling

Workshop: Whatever your fundraising role or level, you will need to be able to inspire; whether it is your manager or colleagues about your new ideas, funders to invest in your organisation or supporters to campaign, volunteer and raise awareness.

Storytelling is already within your DNA, human beings learn and remember through story. It is also your most powerful influencing tool because a story told well connects with the listener, evokes emotion and inspires them to take action.

In this session you will build your confidence for story, learn the essential ingredients for crafting your own powerful stories and tell them in a way to engage and inspire your audience.

Workshops

WORKSHOP 3 MONDAY 19th MARCH 2018 4.30pm

3a. Making the most of in memory giving

Facilitator: Gill Jolly, Achieve Consultants Ltd

Subject area: Legacies and In memory

Audience level: All levels

Workshop: Fear of upsetting donors often holds us back. Mirroring how we respond to those who are grieving in our everyday lives, we find ourselves stepping on eggshells, worried about saying something that might offend or alienate supporters.

The future climate for in-memory giving looks strong, which is one of many reasons why hospices need to re-examine their strategies or risk losing out. Giving to charity is now the most popular way to pay tribute to someone, above giving flowers.

When people give in memory, they're often trying to bring something good out of a bad situation. Putting aside what is good fundraising and what is not, we owe it to our in-memory donors to deliver an experience that is personal and sensitive. They want to be able to remember their loved one in a positive way. It's about delivering a truly uplifting experience that helps them to keep their loved one's memory alive.

This session will look at an important area of support for Hospices and consider some of the sensitivities, the excellent donor care required and some of the psychology involved. It will also help people understand aspects of the grieving process and how to talk to people at a difficult time as well as sharing a range of helpful tips and hints.

3b. Creativity Techniques Workshop

Facilitator: Dr David Hall, The Ideas Centre Ltd

Subject area: Personal Development

Audience level: All levels

Workshop: Following a brief introduction to the blockages to creativity, this workshop will be highly "hands-on". Participants will be provided with experience to "go it alone" – understanding the principles that under-pin the techniques sufficiently to then introduce the techniques into their own organisations.

3c. Charity Legacy Survey Results and Proposals

Facilitator: Alison Talbot, Penningtons Manches LLP

Subject area: Legacies and In-Memory

Audience level: All levels

Workshop: The workshop will discuss the results of a recent survey which explored the nature of the relationship between legal professionals and those responsible for legacies within charities (of all sizes), in order to identify areas which were of most concern to both parties. The results included startling results in relation to the perceptions that legacy officers had of the professional probate sector, and vice versa.

We will then specifically consider the impact of the findings for those working with legacies/legacy fundraising in a hospice setting, as well as considering how the resulting opportunities may enable hospices to further raise their profile, and to increase and develop potential legacy income streams.

3d. Social media and your content strategy

Facilitator: Sarah Knight, Mash Communications

Subject area: Communications & marketing

Audience level: All levels

Workshop: Today is all about content. The content that you produce to engage your audience and where you place that content so that your audience sees that information. Today we look at how to create a joined up story across your comms channels.

Social media is increasingly important in all aspects of a communications strategy from educating the audience, to informing them of your news and engaging with them. Today's session will help you develop and plan a social strategy managing it so it fits in with your broader communications strategy.

3e. What's Hot and What's Not – Appeals and Campaigns

Facilitator: Ciaran McGinley, Foyle Hospice

Subject area: Individual giving, Community

Audience level: All levels

Workshop: What's the next big appeal or campaign? What's working well for you? This interactive session will allow us to share our experiences with each other and you never know, maybe someone has that new 'idea' they would like to share with the rest of us!

3f. Stepping outside of your comfort zone

Facilitator: Lucy Gower, Lucidity

Subject area: Applicable to all

Audience level: Applicable to all

Workshop: If you are a fundraiser you operate in a constantly changing environment. It's simply not possible to continue to do more of the same and achieve next years ambitious targets. You have to think differently in order to engage new supporters and continue to inspire your current ones.

Fundraisers have to be resilient, brave and courageous because change is part of being a fundraiser, and sometimes that can feel uncomfortable.

To thrive in a competitive fundraising environment, we must step outside of our comfort zones. Come to this practical session to explore in a safe environment how to build your confidence to try new ideas, to learn from failure and support your colleagues to do the same in order that together you can achieve better results.

WORKSHOP 4 TUESDAY 20th MARCH 2018 10.10am

4a. Writing successful trust proposals

Facilitator: Gill Jolly, Achieve Consultants Ltd

Subject area: Data, direct marketing and Trusts

Audience level: Beginner & Intermediate

Workshop: It's competitive out there so getting your proposal right is vital. However perhaps you don't know where to start? Is this something you struggle with? Are you just writing what your predecessor did? How do you summarise in a short space what you are wanting? Spend some time thinking about what you say and how you say it by focusing on your key messages and telling potential funders what they need to know.

This session will help you understand the world of trusts and make the most of this valuable income source. It will also give you plenty of hints and tips to help you appreciate what trusts want to know, help you to read between the lines of funders criteria and questions so you have a better idea what they are looking for enabling you to achieve success more often with more zeros on the grant!

4b. How to make the most of LinkedIn as a fundraiser

Facilitator: Howard Lake, Fundraising UK Ltd

Subject area: Personal development

Audience level: All levels [or beginner and intermediate]

Workshop: Despite its business focus, LinkedIn is often overlooked as a resource by fundraisers. Review how it can be used by fundraisers – for fundraising, finding influencers, research, recruiting board members and volunteers, and more. Rediscover which functions can help you in your daily work.

4c. Developing and implementing our legacy strategy

Facilitator: Andy Perry, St Catherine's Hospice, Crawley

Subject area: Legacies and In Memory

Audience level: All levels

Workshop: Gifts in wills are a key source of income for many hospices, but to promote them effectively it can be hard to know where to get started.

Key to any successful activity is having a strategy in place, to ensure we reach our target audience. The buy-in of colleagues and volunteers in achieving this is essential. During this workshop, Andy shares his personal experience of developing a legacy strategy and the steps taken to ensure its implementation, focusing on an external audience.

4d. What's Hot and What's Not – Events

Facilitator: Ciaran McGinley, Foyle Hospice

Subject area: Events, Community

Audience level: All levels

Workshop: What's the next fundraising event phenomenon? What's working well for you? This interactive session will allow us to share our experiences with each other and you never know, maybe someone has that new 'idea' they would like to share with the rest of us!

4e. Diversifying your Income - Getting your Fundraising Future-Ready!

Facilitator: Mike Bartlett, Money Tree Fundraising

Subject area: Management

Audience level: Intermediate & Experienced

Workshop: The fundraising space is changing and charities need to keep pace. Changing regulation, GDPR, competition will all have an impact, alongside new forms of fundraising, such as crowdfunding and mobile giving.

Hospices can no longer rely purely on traditional fundraising methods, such as trusts, events, DM, community and legacies. Should you invest more in current activities or develop new ones or both? How do you balance what you have done for years with new initiatives? Have you really thought about how your fundraising will look in the years to come or are you hoping for a steady annual increase in income carrying on as you were?

This workshop will challenge your thinking on what your hospice has to offer to supporters and what they have to offer you. It will pose difficult questions and provide you tools to get the answer you need to be future-ready!

4f. Coaching secrets for managers – how to help your colleagues succeed

Facilitator: Rob Woods, Bright Spot Fundraising

Subject area: Management

Audience level: Intermediate & Experienced

Workshop: If you sometimes feel frustrated at how to help your colleagues (or yourself) succeed, applying some proven coaching techniques will help.

In providing fundraising coaching to more than 250 fundraisers, managers and directors in the last five years, Rob and his team have developed coaching techniques that help people succeed.

Rob is excited to share these powerful tools, including:

- The THREE ingredients needed to help anyone make a change
- The rarely-used technique that empowers your colleague and saves a lot of time
- FOUR coaching tricks you can use to improve your own results

Workshops

WORKSHOP 5 TUESDAY 20th MARCH 2018 11.40am

5a. Data Protection and GDPR Question and Answer Session

Facilitator: David Holmes, Saint Francis Hospice - Romford

Subject area: Data Protection and GDPR Compliance

Audience level: Open to all levels

Workshop: Can you answer the questions below?

What is data protection? What are your rights? What happens to your information when you shop online?

What about these ones?

Have you heard of the GDPR? Are you confused by consent and legitimate interest? Would you recognise a Subject Access Request? What is the notion of Accountability? Is wealth screening illegal? What does non-disclosure mean? Could you be prosecuted under data protection laws? Will any of it matter after Brexit?

Why is the 25th May 2018 an important day?

If you would like the opportunity to ask a question or wish to learn more about what it all means please pop along to this workshop and Q&A session on data protection and the GDPR. It would be great to see you there.

5b. Becoming a Great Leader

Facilitator: Nick Hill, Mr Presenter

Subject area: Management

Audience level: Intermediate & Experienced

Workshop: As a leader of a team you are pivotal to the success of those that follow you. This session will run a 'World Café' format and leaders looking to enhance their effectiveness will be taken through a fun and interactive session. You'll discuss leader trends, challenges, skills and behaviours AND leave with a powerful action points that you can implement on your return to your organisation.

5c. Increasing income through Corporate Partnerships – The Dream 10 Strategy

Facilitator: Rob Woods, Bright Spot Fundraising

Subject area: Community

Audience level: Intermediate & Experienced

Workshop: For more than a decade, Rob has been studying the techniques and strategies of the most successful corporate fundraisers in the UK.

Every year he teaches these techniques on the Corporate Partnerships Mastery Programme. In this dynamic session Rob will share some highlights from that training course, including:

- FOUR strategies to get meetings with key companies
- The Dream 10 Strategy for increasing corporate partnership income
- How to make the most of both philanthropic and commercial motivations for the partnership, so that these partnerships INCREASE YOUR INCOME

5d. Supporter Care in Community Fundraising

Facilitator: Christine Selden, Ashgate Hospicecare

Subject area: Community

Audience level: Beginner & Intermediate

Workshop: We all know how much time it takes to recruit passionate supporters and how easily we can lose them if they have a negative experience! This workshop will look at identifying your supporters, engaging with them and keeping them!

5e. Key tips to a successful mass participation event using The Hospice Mud Pack Challenge as an example

Facilitator: Fran Martin, The Hospice of St Francis

Subject area: Events

Audience level: All Levels

Workshop: Our small Events Team at The Hospice of St Francis in Berkhamsted, Hertfordshire, have enjoyed over 10 years of delivering high income, successful and engaging mass participation events such as Midnight Walk, Mud Pack Challenge, Bubble Rush, Santa Dash & Dame for a Laugh, between them raising over £2.3million. Using our award-shortlisted Mud Pack Challenge as an example, we will hopefully give you the inspiration to organise your own muddy event, and also provide insight into our mass participation model, which has evolved and been adapted since our first Midnight Walk in 2007. We will touch on timeplans, donorcare schedules, marketing & social media campaigns, sourcing equipment and event logistics.

5f. Creating an Effective Donor Journey

Facilitator: David Burland, DB Associates

Subject area: Data & Direct Marketing

Audience level: All Levels

Workshop: The emerging regulatory environment and negative publicity about many forms of fundraising means that all fundraisers need to think very carefully about how they communicate with supporters. How do you reconcile their preferences and legal requirements with your need for funds? This session will aim to help you plan your donor communications in this challenging environment. Although listed under the 'Data & Direct Marketing' subject area, in memoriam donors and legacies will also be discussed.

WORKSHOP 6 TUESDAY 20th MARCH 2018 3.00pm

6a. How should we say 'Thank you'?

Facilitator: Ash Gilbert, Pebblebeach

Subject area: Individual giving

Audience level: All levels

Workshop: Ash Gilbert from hospice fundraising specialists Pebblebeach looks at possibly the most underrated part of the donor relationship – saying 'Thank You' – and look at how the thank you can be a vital tool in developing donor relationships.

Ash will bring examples from his 25 years' experience of donor development from national and international charities – as well as key learnings from within Pebblebeach's fundraising work with over 50 UK hospices.

A fun session suitable for hospice fundraisers of all levels. Chocolate will be available...

6b. Becoming a Great Leader

Facilitator: Nick Hill, Mr Presenter

Subject area: Personal Development

Audience level: All levels

Workshop: Just why is asking for 'commitment' so difficult? For some it just is! But what would it be like if you didn't feel the fear? What if you could feel confident in 'asking'? What if you could ASK in an elegant way that does not offend the other person and keeps the relationship in tact?

If you want to feel confident asking for business then this workshop is for you. Learn psychological tools that immediately help you to overcome your nerves, feel confident and have a stack of 'options' to ask.....and win over funders for your organisation.

6c. Engaging staff and volunteers in promoting legacies

Facilitator: Andy Perry, St Catherine's Hospice, Crawley

Subject area: Legacies and In Memory

Audience level: All levels

Workshop: Such is their importance, everyone connected with the hospice has a role to play in promoting gifts in wills to the people they meet.

For many reasons, colleagues can be hesitant about mentioning legacies, so it's essential they're given the tools and confidence to do so.

During this session, Andy will talk about the steps he's taken to raise awareness of legacies with an internal audience, to get colleagues and volunteers on board.

This includes showing how you can bring an element of fun to legacies and demonstrating some practical results this has achieved.

6d. Light up a Life – Putting a new spin on an old classic

Facilitator: Jenny Peake, St Barnabas Hospice

Subject area: Data and Direct Marketing

Audience level: All levels

Workshop: Light up a Life is a key fixture in the hospice fundraising calendar. Following a fundraising restructure the team at St Barnabas were asked to drastically increase the campaign income in 2017. See how they did here and get your own ideas about how you can adapt and tweak a traditional fundraiser. Discussion and idea sharing about your own Light up a Life's is actively encouraged in this workshop feel free to bring along your own hospice materials.

6e. Overseas Challenges – joining forces with other hospices

Facilitator: Sarah Burgess, The Different Travel Company

Subject area: Events

Audience level: All levels

Workshop: Find out how you can join forces with other hospices to get the best of both worlds – a bespoke challenge to suit your supporters, without the risk of not reaching the usual minimum numbers! We will explain how to create a unique event, working with other hospices in your area to maximise revenue, whilst maintaining personalised support for your fundraisers.

6f. "What's Hot and What's Not" – How can we raise more from our lottery operation?

Facilitator: Alex Howe and Sarah Green, Your Hospice Lottery

Subject area: Lottery

Audience level: All levels

Workshop: Your Hospice Lottery has a wealth of experience and passion for unlocking the huge potential that lotteries have in generating extra income for hospices across the country. You will help drive the discussion with this interactive session which promises to be one not to be missed.

This session will explore the experiences of Your Hospice Lottery over the last 16 years but will also enable you to share what has worked well for your own hospice lottery and to listen to the experiences of others. Having raised over £8.5m for hospice care since its inception, the team will also be on hand to help answer any questions you may have about your existing lottery and to help those who are considering the implementation of a lottery into their fundraising portfolio.

Delegate Registration

You can register online at <http://nahf2018.eventbrite.co.uk> (online booking fee applies) or by using this form

DETAILS

Name* Job Title*

Hospice:* (incl. town) *This will appear on your badge

Address

Postcode

Telephone Email

NAHF Membership No. (This is shown on your membership card and must be quoted)

Please state any dietary or individual requirements

EARLY BIRD RATES (Please ensure we receive the form no later than Friday 29th December 2017)

- £149 per person - double/twin occupancy Name of person sharing with
- £199 per person - single occupancy
- £99 per person - day delegate - Thursday only (If you wish to stay for dinner this will be an extra charge of £40, please advise when booking)
- £99 per person - day delegate - Friday only

STANDARD RATES (Forms received from Tuesday 3rd January 2017)

- £169 per person - double/twin occupancy Name of person sharing with
- £219 per person - single occupancy
- £109 per person - day delegate - Thursday only (If you wish to stay for dinner this will be an extra charge of £40, please advise when booking)
- £109 per person - day delegate - Friday only
- £300 per person - non NAHF member* (No discounts for non-NAHF members)

Please may we ask that due to the size of the hotel, we request that colleagues share rooms where possible.

*If you would like to join NAHF and benefit from the reduced prices shown above for members you may do so right now. Please complete the Membership Application Form sent with this brochure and send both forms and payment as per the instructions below.

Please complete and return your delegate registration form and workshop choices overleaf ASAP to avoid disappointment. Please make cheques payable to 'NAHF' and send to Matt Smith, Weldmar Hospicecare, Hammick House, Dorchester, Dorset, DT1 3SD.

Conference organiser – Matt Smith – email him at N.A.H.F@outlook.com

The Bristol Hotel is located at the Harbourside in the centre of Bristol, just a short walk from the Temple Meads train station. Within 10 minutes you can be off the train and inside the lobby of the hotel or just a few minutes if you take a taxi. Alternatively if you choose to drive, there is a car park adjacent to the hotel at a cost of £5 per 24 hours.

Rooms at The Bristol Hotel will be on a first come first served basis and should we fill all our allocated rooms, suitable alternative accommodation close to the hotel will be booked.

NAHF would like to thank our conference sponsors



moneygiving



Your Hospice Lottery
Supporting your hospice



Workshops.

THEME »

Please tick the circles next to the workshops that you would like to attend (this helps us to allocate the correct size workshop room)

	DATA & DIRECT MARKETING	PERSONAL DEVELOPMENT	HIGH VALUE	COMMUNITY AND EVENTS	COMMUNITY AND EVENTS	MISC.
WORKSHOP 1 Day 1	Day 1 - 11.35am Facilitator Patient Comfort – a case study of Weldmar's best ever direct mail appeal Ash Gilbert, Pebblebeach and Matt Smith, Weldmar	Barry Lewis, JW Training Limited	Mike Bartlett, Money Tree Fundraising	Richard Raymond, East Cheshire Hospice	Sarah Knight, Mash Communications	Gill Jolly, Achieve Consultants Ltd
WORKSHOP 2 Day 1	Day 1 - 3.30pm Facilitator Alex Howe and Sarah Green	Barry Lewis, JW Training Limited	Kim van Niekerk	Lucy Hume, The Hospice of St Francis	Andy/Diana Caldwell and Jane Thompson	Lucy Gower, Lucidity
WORKSHOP 3 Day 1	Day 1 - 4.30pm Facilitator Gill Jolly, Achieve Consultants Ltd	Dr David Hall, The Ideas Centre Ltd	Alison Talbot, Penningtons Manches LLP	Sarah Knight, Mash Communications	Ciaran Mc Ginley, Foyle Hospice	Lucy Gower, Lucidity
WORKSHOP 4 Day 2	Day 1 - 10.10am Facilitator Gill Jolly, Achieve Consultants Ltd	Howard Lake, Fundraising UK Ltd	Andy Perry, St Catherine's Hospice	Ciaran Mc Ginley, Foyle Hospice	Mike Bartlett, Money Tree Fundraising	Rob Woods, Bright Spot Fundraising
WORKSHOP 5 Day 2	Day 1 - 11.40am Facilitator David Holmes, Saint Francis Hospice	Nick Hill, Mr Presenter	Rob Woods, Bright Spot Fundraising	Christine Selden, Ashgate Hospicecare	Fran Martin, The Hospice of St Francis	David Burland, DB Associates
WORKSHOP 6 Day 2	Day 1 - 3.00pm Facilitator Ash Gilbert, Pebblebeach	Nick Hill, Mr Presenter	Andy Perry, St Catherine's Hospice	Jenny Peake, St Barnabas Hospice	Sarah Burgess, The Different Travel Company	Alex Howe and Sarah Green

