

## **Not For Profit Training Day Digging for Donations...**

Making the most of Database Fundraising

Thursday June 8th 2006

10am - 4.30pm

Hampstead Theatre

Digging for Donations is a one day training conference aimed at all levels of fundraising professionals working with supporter, donor, member and audience databases. Throughout the day we will be taking a look at different ways of segmenting, profiling and maintaining your database to facilitate effective fundraising campaigns.

The day will comprise of keynote sessions from industry experts as well as case study sessions from fundraisers and practical workshops demonstrating new advances in technology. Throughout the day there will be networking opportunities and exhibitors who will be on hand to consult and advise as well as showcasing products and services.

Delegates are attending from over 25 charities including SCOPE, Save the Children, Sue Ryder Care, Opera North, Sage Gateshead, Birminham Hippodrome, RAF Benevolent Fund, University of Westminster, Wales Millenium Centre, Surrey Wildlife Trust, Royal Marsden Cancer Care, Compton Hospice and Yvonne Arnaud Theatre to name a few!

[Click here to download PDF of full session details](#)

10.00 -10.15am Registration and Coffee

10.15 -10.20am Welcome

Edward Spicer, MD, CCR Data

10.20 - 11.20am Keynote Speaker

Don't assume you know what Donors want!!

Richard Radcliffe FInstF Cert , Smee & Ford

11.30 - 12.00pm Launch of Prospect Profiler Professional & Faststats

Howard Jenkinson, Matrix-Data

12.00 - 12.45pm Breakout choices -

Money on Legs - Fundraising from Audiences & Vistors

David Dixon, Director, Dixonraines/The Phone Room

Data Protection for Non Profits

Sandra Gamble, Wilsons Solicitors

12.45 - 1.45pm Lunch

- 1.45 - 2.30pm Who are your donors and what do you want from them anyway?  
Frank Nelson, Database Manager, Sense Scotland
- 2.30 - 3.15pm Breakout choices -  
Millionaire Next Door  
Andrew Thomas, Director, Charity Consultants Ltd  
New Technology for Data Capture  
Sandra O'Connell, CCR Data Ltd
- 3.15 - 3.30pm Coffee
- 3.30 - 4.30pm Data Management for Donor Retention and Research  
Rachel Hunnybun, Sales & Marketing Manager, CCR Data Ltd  
Followed by a case study from -  
Michael Humphreys, Donor Relations Officer, Liverpool John Moores  
University
- 4.30pm Close

For further information about session content or general questions about the day please email [marketing@ccr.co.uk](mailto:marketing@ccr.co.uk)