

**April 2006**

## **CCR Data Ltd presents a one day training conference focusing on Database Fundraising**

Not For Profit specialists CCR Data are hosting a one day training session in June which is following on from last year's successful Behind The Scenes training day and will focus on using supporter, audience and alumni databases for effective fundraising.

Entitled Digging for Donations – making the most of database fundraising, the day will look at recent developments in profiling tools and techniques, segmentation methods, relationship building and database management and is aimed at professionals at all levels who are involved in fundraising from a database.

Edward Spicer, Managing Director commented – “After the success of the previous training day and with the imminent launch of a new and improved Wealth Intelligence Professional, we felt the focus on Database Fundraising was a natural follow on from last year's event. With the donor database being one of the most important tools available to fundraisers, we felt that it deserved a dedicated event to highlight how not for profit organisations can best use and manipulate this tool to get the best results from campaigns”.

Richard Radcliffe, chairman of Smee & Ford will be delivering the keynote speech challenging not only whether donors want relationships with their charities, but also the way that demographics will change giving patterns.

Other speakers include David Dixon who is a highly experienced Arts Fundraiser who will be looking at cultural fundraising and ways in which to use audience and visitor databases to generate funds; Frank Nelson from Sense Scotland who will be sharing their highly successful geo-demographic layering techniques and Fiona Cooper from Papworth Hospital Charitable Foundation who will be bringing a case study to prove that sometimes the most simple work on a database can yield results.

Wealth Intelligence Professional will be launched on the day which is a new development in the highly successful Wealth Intelligence family and will allow fundraisers to cut and slice their databases to find pockets of wealth and know more about potential major donors.

Throughout the day there will be opportunities to network and talk to industry professionals and exhibitors including Blackbaud, Wilsons Solicitors, Matrix-Data and Prospecting For Gold.

Digging for Donations will be held on June 8th at Hampstead Theatre and is perfect for Fundraising Professionals at all levels who are dealing with generating funds from supporter, donor, alumni, member and audience databases.

Delegate rates start at just £110+Vat for the day including lunch and all refreshments (until 21stApril – then rises to £135+VAT). Places are limited and booking is going well so delegates are advised to book early to avoid disappointment.