

FUNDRAISING OR FRIENDRAISING?

How to lead non-profits to stable finances
– a course exclusively for executives



I. Key data about the course:

Course objective: participants will be made familiar with the theory and practice of effective development work. The term 'development work' in this context stands for strategic planning, networking, public relations and general financial management of non-profits that are the building blocks of fundraising itself. Well implemented, it always leads to financial stability.

Target audience: Anyone who is or wants to be a leader in the non-profit sector, whether academic, social, religious or political. There are only 12 places available for this exclusive and limited-availability course. First come first serve.

Modules: day 1: 3:00 p.m. to 7:00 p.m., day 2: 9:00 a.m. to 4:00 p.m., day 3 (after 6 months): 6pm to 9pm - recap & evaluation of progress made, preceded by individual meetings of the moderator with each of the participants. The course includes two common dinners on day 1 and 3 and a common lunch on day 2.

Dates: 27-28 November 2025 (days 1 and 2) + 28 May 2026 (day 3)

Location: Reisnerstrasse 40, 1030 Vienna, Austria

Moderator:

Christiaan Alting von Geusau has over **30 years of experience** in highly effective development work and financial- and legal management. He amongst others served as Chief Development Officer and then as President and Rector at an international university, also founded and ran a private secondary school, and now heads an educational institute for political leaders from across the globe. Over the past 30+ years, he **has raised tens of millions in donations for these and other institutions in Europe and the United States**. For example, during his 20 years' tenure at ITI Catholic University in Austria, he brought it from a near-bankrupt institution in 2003 to a thriving and financially healthy institution by 2023, raising over 30m Euros in additional income and building a new campus. None of the institutions that he has led have ever had debts under his watch. **This is the first time Christiaan shares his unique experience with fellow executives.**

II. Why this course?

The need for private funding for a wide array of projects, from education and pastoral care to healthcare and political campaigns, is rapidly growing. It is becoming increasingly important to find private donors who are willing to support and finance organizations that do not receive public funding, which is a trend that will only increase due to the ever-larger deficits and debts of governments. What few realize however is that the **search for new sources of revenue** for the non-profit sector primarily involves patiently establishing and expanding circles of committed friends and useful contacts. This takes much time, effort and a far-sighted strategy where there are no shortcuts. Obtaining long-term commitment must be rooted in carefully cultivated personal relationships. Christiaan Alting von Geusau over more than 30 years of experience has mastered this art very successfully and is for the first time willing to **share the actionable ins & outs with other leaders** on an exclusive basis.

III. Course content and structure

Day 1: Basic principles of development work

We discuss the 10 key - mostly overlooked - facts about fundraising and the 10 core components of effective development work. Each of these 10 points is discussed in detail and illustrated with examples, experiences, and anecdotes from the moderator's daily practice. Day one ends with a group work exercise.

Day 2, morning: Development work in practice

The 10 most important steps to building a successful development operation will be discussed in detail. Each of these 10 points will be illustrated with examples, experiences, anecdotes and tips from daily practice. Concrete tools will be presented that make fundraising effective. The morning will end with a second group exercise.

Day 2, afternoon: Maintaining and expanding contacts

The three target groups for establishing contacts will be identified and discussed, as well as how to effectively approach and cultivate these contacts. The various aspects that need to be considered when establishing and expanding contacts in these three categories are covered in detail. We will also cover at length how to ask for donations, and how not to. The course concludes with a third exercise and a final Q&A session.

Day 3, evening: What have we achieved?

During a special evening session, the moderator and participants will evaluate and discuss what course participants have learned and then implemented and what results this has brought them and their organizations. Before the start of the evening session, the moderator will meet with each of the participants individually to go over questions.

Cost:

€2150,- per person, payable in advance (includes course materials, lunch and dinner). Only payment is considered a definitive registration and is non-refundable. Accommodation must be arranged independently. The Hilton Vienna Park and Intercontinental are nearby.

Registration at:

office@ambrose-advice.com
Ambrose Advice e.U.
A-1030 Vienna, Reisnerstraße 40
I: <https://ambrose-advice.com/>
T: +43 664 101 7708

*Official invoices can be provided.

Payment to:

Ambrose Advice e.U.
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