

FUNDRAISING OR FRIENDRAISING? HOW TO LEAD NON-PROFITS TO STABLE FINANCES



What we offer:

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.

Audience: Anyone who is or wants to be a leader in the non-profit sector, whether academic, social, religious or political. There are only 15 places available for this exclusive and limited-availability course. First come first serve.

Itinerary: day 1: 15.00 – 19.00hrs., day 2: 9:00 – 16.00hrs., day 3 (after 6 months): 18.00 – 21.00hrs - recap & evaluation of progress made, preceded by individual mentoring 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.

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 ITI Catholic 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 US.**



Dates: 29-30 April 2026 (days 1 and 2) + 29 October 2026 (day 3) or 24-25 September 2026 (days 1 and 2) + 26 February 2027 (day 3)

Location: Reisnerstrasse 40, 1030 Vienna, Austria. Accommodation must be arranged independently. The Hilton Vienna Park and Intercontinental Vienna are nearby in walking distance.

We also offer this course tailor-made: closed groups of 10 persons or more may instead propose their own location and book alternative dates directly with us. This course is also available in German and Dutch.

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. Obtaining long-term commitment from donors 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.

Detailed itinerary

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 real-life examples, insightful experiences, and lively anecdotes from the moderator's daily practice. Day one ends with an individual assignment.

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, such as how to write letters, identify new contacts or how to conduct the first meeting with a potential donor. The morning will end with a 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 how to ask for donations, and how not to.

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 for mentoring and to go over questions.

Cost:

€1550,- per person (20% VAT included), payable in advance (includes course materials, lunch and dinners). Only payment is considered a definitive registration and is non-refundable.

Registration:

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Payment to:

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IBAN: AT32 3293 9000 0111 4289
BIC: RLNWATWW939

*Official invoices can be provided.

