



succeeding online

A one-day masterclass with Tom Latchford on how to raise more funds, reach more people and cut costs through use of the web, mobile and social media

Please visit www.actionplanning.co.uk/succeedingonline for dates and locations.

This practical and interactive course will show you how charities large and small are succeeding online and equip you with the tools to do the same for your organisation.

Most charities are 'on' Facebook and Twitter, but few are using technology like other sectors have to drive up revenues and reach in a major way. The day will demonstrate the tools, techniques and tips from charities leading the way, such as Macmillan, Dyslexia Action and Best Beginnings. The course will include live website reviews and each charity attending will receive expert practical advice on how to enhance their current website and social media presence. The masterclass will help you to move beyond having a simple brochure site to an interactive and engaging website that furthers your charity's goals.

The course is presented by Tom Latchford, Founder and Chief Executive of Raising IT, one of the leading advisers to charities on the use of new technologies to raise funds and build awareness and engagement. Tom speaks at many of the sector's principal conferences and has developed a reputation as a leading-edge thinker and communicator, able to convey concepts in a simple and inspiring way. The masterclass will help you understand how to:

- develop a clear action plan for raising more funds and awareness online
- create cost-effective campaigns to deliver a high return on investment
- learn about the latest social media trends and new functionality on Facebook, Twitter and LinkedIn
- make campaigns go viral, with examples of charities which have succeeded
- conform to best practice in accessibility standards

"Tom is an amazing visionary. His ability to see the direction towards which the not-for-profit sector is heading means we should all take the time to listen to what he says."

- Neal Gandhi, CEO, QuickStartGlobal

"Your presentation technique was upbeat, fun and very inspiring."

Mark Flint, Strategic Manager, Cambridgeshire Centre

"Your course was excellent, innovative and cutting-edge."

Constantino Dumangane, Fundraiser, Race Equality First

"I have no hesitation in recommending this to anyone considering a third sector digital offering."

Bimal Harry, Director, Pound for Pound

Supported by Mazars



strategy and fundraising consultants

REGISTRATION FORM

You can book in four ways:

1. Enter your details online at:
www.actionplanning.co.uk/succeedingonline (you will then have a choice of either requesting an invoice, or paying online)
2. or email anne@actionplanning.co.uk
3. or fax (020 8770 2090) or post this form to **Action Planning**, Waymark House, 19 Cedar Road, Sutton, Surrey SM2 5DA
4. or phone Anne on 0208 661 8060

Please register the following delegates (BLOCK CAPITALS PLEASE)

1 Mr/Mrs/Miss/Dr: _____ First Name: _____
Last Name: _____
Position: _____
E-mail: _____

Mr/Mrs/Miss/Dr: _____ First Name: _____
Last Name: _____
Position: _____
E-mail: _____

2 Name of Charity/Organisation: _____
Address: _____

Postcode: _____
Tel: _____

3 Please indicate your preferred workshop date below:

4 Please tick appropriate box:
 I enclose my cheque for _____ (payable to Action Planning)

Attendance fee: £179 per delegate, including VAT, lunch and all presentation materials.

Please register me/us and send me a VAT invoice. (Unless you specify otherwise, the invoice will be made out to your organisation).

I wish to pay by credit card (complete details below)

Visa Mastercard Switch/Maestro Delta

Card Number

Valid from _____ Expiry Date _____

Issue No. _____ Security Code _____

Switch/Maestro users only

This is the 3 or 4 digit code on the back of your card

5 Please indicate any special needs or dietary requirements:

6 Please tick the relevant box if you would like a free discussion with Action Planning about our services in any of the following fields:

Major Donor Fundraising Research (e.g. into major donors or trusts) Revenue Fundraising
 Recruitment Strategic Consultancy Market Research
 Capital Fundraising Wealth Screening
(Please write below how much you need to raise and for what purpose) _____
to identify potential major donors

DATA PROTECTION

We would like to retain your address to send you invitations to future events and information on our work. Should you not wish to receive such communications, please tick here.

We would like to include your name, title and organisation (but not your address) on the delegate list. Should you not wish us to do this, please tick here.

CANCELLATION AND REFUND POLICY

All delegate fees must be paid in advance of the conference. Your fee is fully refundable, provided you cancel in writing more than seven working days before the conference. No refunds are available for cancellations within seven working days of the event, though substitutions can be made at any time.

PROGRAMME

Action Planning reserves the right to vary the published programme of speakers and the timing of the sessions.

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Succeeding Online

'Succeeding online' is a one-day masterclass presented by Tom Latchford on how to use the web, mobile and social media to raise funds and engage people. It is of particular value to charities of all sizes which:

- struggle to build relationships with donors that convert into sustainable revenue
- use social media but are not effective in measuring success
- are open to using new media, but are worried about privacy, losing control or negative comments
- currently have a brochure site and we could do more better to engage people
- do not yet have a defined social media strategy and therefore do not know what success could look like

The masterclasses are highly interactive and places are limited

Action Planning

Action Planning is a leading UK consultancy to the not-for-profit sector. It offers an unparalleled combination of fundraising and strategic consultancy, research, recruitment and 'hands on' fundraising to help organisations grow their income and fund major capital projects.

An initial discussion with Action Planning is without commitment. Please tick section 5 opposite or contact Vicky Porritt (vporritt@actionplanning.co.uk or 020 8642 4122) if you would like to talk to us about your needs.

Mazars

Mazars is a leading accountancy practice which has been working with charities since the firm was founded over 100 years ago. It is recognised as one of the UK's charity experts and acts for over 400 charities – both large and small.