



Philanthropic Fundraising for Natural and Cultural Resource Managers

High-value philanthropy in Australia has launched new natural and cultural resource management at scale, funded innovation outside the scope of government programs, and helped fund core organisational capacity for more than 20 years. Could philanthropic funding be right for you?

WHO

The workshop is delivered by [Conservation Management](#), supporting best-practice land management globally, and [Xponential](#), Australia's big gift philanthropy specialists.

COURSE CONTENT

- What is philanthropy and how does it work?
- People and foundations which support land and cultural resources management: how do you reach them? How do they make decisions? How are they different from government grants?
- The organisational case for support: what is it, and how does it help your fundraising? Project design and impact/outcomes measurement as the foundation.
- How to build a fundraising audience.
- Individual donors and foundations – steps in identifying, cultivating interest, asking and applying for funds, and reporting impact.

- In-house & Outsourcing – skill and knowledge requirements of a fundraising program
- Your organisation's self-assessment – readiness for high-value fundraising.

The workshop includes case studies of successful fundraising for land management throughout Australia.

OUTCOMES

The workshop will give you sufficient understanding of high-value fundraising in Australia to assess whether a philanthropy strategy could work for your organisation. You'll finish with a tailored assessment.

You will learn what preparation, skills and systems are needed for a fundraising program to gain and retain revenue from high-value philanthropy. And you'll practise a key start-up skill – the discovery process with donors.



*We acknowledge the Traditional Custodians, Elders and Ancestral Spirits of the land I live and work on. We also acknowledge the Kurna people as the **traditional custodians** of the **Adelaide** region.*



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WHEN 17 and 18 March, 2020

REGISTER [HERE](#)

WHERE

Fig Tree Function Centre, Adelaide Zoo

FURTHER INFORMATION

Xponential
rwishart@xponential.com.au

COST (EXCL. GST)

\$1,800.00

\$1,575 if you register before 31 Jan 2020.

Conservation Management
tberwick@conservationmanagement.com.au

[Roewen Wishart](#) CFRE is High Value & Strategy Director at Xponential, which advises not-for-profits on fundraising strategy, big gift campaigns and gift in will programs. Roewen is regarded as one of Australia's leading fundraising consultants. His practical approach develops simple yet powerful plans which work, and grow high returns from big gifts and wills.

His clients include medium and large NFP's in the conservation, health and research, overseas development, and community services sectors. Recent clients in the land management sector include Birdlife Australia, Biolinks Alliance, Bush Heritage Australia, and Lord Howe Island Board.

[Stuart Cowell](#) is Founding Director and Planning and Facilitation Manager at Conservation Management.

Stuart has been instrumental in developing the widely used Healthy Country Planning concept, was the inaugural CEO of Karrkad-Kandji Trust, and played a key role in the development of Gondwana Link, Midlandscapes, Great Eastern Ranges, and other landscape projects. He works with many small community conservation groups, national eNGOs and governments, in Australia, Asia, the Pacific and North America to support best-practice, adaptive land management.



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