

Fundraiser Peer Exchange 2024

Date	10 / 04 / 2024 - 11 / 04 / 2024
Venue	Caritas Internationalis HQ, Rome
Objective	Participants will exchange experiences and promising practices fostering peer-to-peer learning within the network.
Participants	Participants are staff of Caritas Europa members who work on fundraising. A minimum of 3 years professional experience in private fundraising is required.

Day 0 – Tuesday, 9 April

Optional: Project visit Caritas Roma

14:30-17:00 Project visit

Dinner

Day 1 – Wednesday, 10 April

Facilitator: Birgit Winterhalter, Caritas Germany and Esther Bohé, Caritas Europa

09:15-09:30 Arrival of participants and registration

09:30-09:45 Welcome and warm-up

09:45-11:00 **Presentation of full campaign (online and offline)**

11:00-11:30

Coffee Break

11:30-13:00 **Legacy fundraising**

13:00-14:30

Lunch

14:30-16:00 **Fundraising for emergencies**

16:00–16:30

Coffee break

16:30–17:30

Direct mail, incl upcoming campaigns

17:30–17:45

Feedback and closing

Dinner

Day 2 – Thursday, 11 April

Facilitator: Birgit Winterhalter, Caritas Germany and Esther Bohé, Caritas Europa

09:30–09:45

Warm-up

09:45–11:00

Field visit with donors

11:00–11:30

Coffee Break

11:30–13:00

Fundraising with major donors

13:00–14:30

Lunch

14:30–15:30

Fundraising events for major donors

15:30–16:00

Feedback and closing



Co-funded by the European Union

Views and opinions expressed are however those of Caritas Europa only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.