

The 3rd Fund Raising Congress: *Moving Up*

The 3rd Philippine Fund Raising Congress (FRC 2008) is a biennial conference, exhibition and awards program. Organized by Venture for Fund Raising through the support of sponsors, donors and volunteers, the congress will present best practices in fund raising through various fund sources, disseminate information on fund raising strategies, bring together fund raisers as peers, and encourage discussion, sharing and information on the ever evolving practices in this field.

Day 1: September 3, 2008 (Wednesday)

8:00am to 9:00am REGISTRATION

Hosts for the Entire Convention: Mr. Bam Aquino and Ms. Ria Tanjuatco Trillo
Venture for Fund Raising Board members

9:00am to 9:30am Welcome Remarks by Mr. Jasen T. Ko, Venture for Fund Raising Board Chairperson

“Moving Up”

So you got your first donation and better yet, your donors came back with a second gift! Should I ask for more? Should I bring them to the field? Should I send them more materials? Answers to these and many more will be revealed at the 3rd Fund Raising Congress as we challenge the non-profit sector to “move up” with their campaigns. Participants will be learning from acknowledged experts sharing their best practices, bench mark against current trends in fund raising, have the opportunity to expand their network of contacts, and gain insights as the most outstanding accomplishments in fund raising are recognized.

9:30am to 10:00am Keynote Address by Atty. Alexander L. Lacson, author of “12 Little Things Every Filipino Can Do To Help our Country”

Atty. Alexander L. Lacson is the author of the national bestseller “12 Little Things Every Filipino Can Do To Help Our Country.” Through his inspiring book, Atty. Lacson hopes to impart the message that each Filipino has the power to change the country for the better. A lawyer by profession, Atty. Lacson is also currently the Corporate Secretary of the Board of Trustees of the World Vision Development Foundation. He graduated from the University of the Philippines, College of Law (Class 1996) and has taken post graduate studies at Harvard Law School in Cambridge, Massachusetts.

10:00am to 10:30am Morning Break



10:30am to 12:00nn Plenary I: “From Donor Service to Donor Experience”

Speakers: Ms. Fatima Garcia - Kythe, Mr. Grant Cassidy – World Vision, Fr. Gregg Bañaga – Adamson University, Mr. Jose Luis Oquinena – Gawad Kalinga

Facilitators: Mr. Bam Aquino & Ms. Ria Tanjuatco Trillo, Venture for Fund Raising

Ever wonder why some donors stay with their favorite charity? How do we inspire people, and keep them inspired - so that in the process they become inspiring to others? In this interactive panel, we will learn from donors and fund raisers how they built these long-term relationships.

12:00nn to 1:30pm Lunch Break

1:30pm to 2:30pm Break-out Session I

□ **Break-out 1: “What Donors Want (and What Donors Give)”**

Speakers: Ms. Vivien Chiam – International Development Research Centre, Ms. Lourdes Padilla – Philippines-Australia Community Assistance Program & Ms. Eloisa Romero – Japan International Cooperation Agency

Facilitator: Ms. Pinky Medina – Venture for Fund Raising

Donor priorities are constantly shifting and changing. Twenty years ago, the Philippines was the donor agency’s darling. Today, we can send a dozen proposals and not get a single one funded! How can we keep up with these changes? Who will fund our sectors and how can we communicate new ideas to them? Find out the latest on GRANT funding trends in the Philippines and the rest of Asia.

□ **Break-out 2: “A Little Goes a Long Way”**

Speakers: Ms. Tess Villacorta - Children’s Hour, Mr. Jose Noel Olano – PARFUND & Dean Alberto Muyot – Philippine Science Foundation, Inc.

Facilitator: Ms. Ria Tanjuatco Trillo – Venture for Fund Raising

Do not underestimate the value of loose change! 161 Million pesos was raised through Pondo ng Pinoy! Individual Giving remains to be one of the most untapped sources of funding, it is also the one with the most opportunities. In this session find out how every Juan can

The 3rd Fund Raising Congress: *Moving Up*

help out in their own little way.

□ Break-out 3: “Profit for Non-Profits”

Speakers: Mr. Ilac Diaz - MyShelter Foundation, Ms. Leni Cuesta – Friendlycare Foundation, Inc. & Mr. Danilo Songco - Pinoy ME

Facilitator: Mr. Bam Aquino – Venture for Fund Raising

Are there products or services that you can sell to support your mission? Are there facilities available to help you start your income-generating project? Harness the power of profit through Earned Income for your NGO. It's a sure way of ensuring your organization's financial sustainability. Learn the fundamentals of non-profit business and how to keep the loyalty of your customers.

2:30pm to 3:00pm Afternoon Break

3:00pm to 4:00pm Break-out Session II

□ Break-out 4: “You’ve Got Mail”

Speaker: Mr. Dickie Soriano - BCD Pinpoint

Facilitator: Mr. Louie Baclagon – Venture for Fund Raising

Ever wonder how World Vision and UNICEF do their letters? Find out more about the “Dear Friend” strategy and develop an appeal through Direct Mail that tells ordinary people your organization's cause. Listen to the expert and find out what works and what doesn't work. Remember, mistakes cost money.

□ Break-out 5: “Moving Your Generals to Majors”

Speakers: Ms. Nina Lim Yuson - Museo Pambata & Mr. Manny Blas – The Mind Museum

Facilitator: Mr. Bam Aquino – Venture for Fund Raising

What are the tips and tricks of Major Gift solicitations? How do we ask for that extraordinarily large donation for a new church building or a new school annex? Listen to the success stories of organizations who have successfully done just that!

□ Break-out 6: “Tapping the Global Pinoys”

Speakers: Dr. Steven Rood – The Asia Foundation & Ms. Cecil Oebanda - Visayan Forum Foundation, Inc.

Facilitator: Ms. Ria Tanjuatco Trillo – Venture for Fund Raising

How do I reach out to the millions of OFWs? If each OFW gave US\$1, we'd be able to fund all our projects. Sounds familiar? Overseas fund raising is fast becoming a MUST HAVE in an organization's fund raising plan. Learn the latest trends, methods and tools on how to tap the Global Pinoys to give to your school, NGO or church.

4:00pm to 5:00pm Break-out Session III

□ Break-out 7: “Organizing and Promoting Life-changing Events to Raise Funds for your Cause”

Speaker: Mr. Ardy Roberto, Salt & Light Ventures, Inc.

Facilitator: Ms. Pinky Medina – Venture for Fund Raising

Do you want to raise funds with little or almost zero capital by either organizing and/or promoting a special event (conference, seminar, concert, etc)? Then this is the session for you. Learn the trade secrets in organizing and marketing award-winning and even life-changing events and conferences that raise funds for your organization and/or causes. Even if you have little or almost no capital, you can still raise funds if you are willing to do the work. Mr. Ardy Roberto, the organizer of the recent John Maxwell Leadership Summit, which also helped raise funds for churches and NGOs will help you brainstorm on the kind of events that match the cause you are promoting.

□ Break-out 8: “From Doing Good to Doing Right”

Speakers: Professor Felipe Alfonso - AIM Center for Corp. Responsibility, Mr. Mark Quebral - Chevron; Mr. Jeffrey Tarayao – Globe Telecom

Facilitator: Mr. Bam Aquino – Venture for Fund Raising

NGO-Corporate Partnerships have evolved into great alliances especially when both benefit. From being just philanthropic giving, it has become a corner stone for corporate effectiveness that focuses on impact and change at the community level. Learn from the leaders of the business sector themselves as they tell us what they look for in an NGO partner.

□ Break-out 9: “New Generation Board”

Speakers: Dr. Paco Sandejas – Venture for Fund Raising , Mr. Anthony Pangilinan – De La Salle University; Atty. Gianna Montinola – Hands on Manila Foundation

Facilitator: Ms. Ria Tanjuatco Trillo – Venture for Fund Raising

Board members are THE MOST important stakeholder of your organization - they set directions and ensure adequate resources for the organization. Because of this immense responsibility, our usual board prospects are very well established individuals usually sitting in a dozen other boards. We've found a bunch of young, bright, not to mention good looking, board members who have quite an interesting take on their roles as board members. They'll share some tips on how you can get your board to become a Fund Raising Board.

The 3rd Fund Raising Congress: *Moving Up*

Day 2: September 4, 2008 (Thursday)

8:00am to 8:30am REGISTRATION



8:30am to 10:00am Plenary II: "The 4th Medium – Viral Marketing"

Speakers: Mr. Ernest Custodio - MRM Worldwide; Mr. Andrian Lee - Asia Pay & Mr. Ramon Isberto – SMART Communications

Facilitators: Mr. Bam Aquino and Ms. Ria Tanjuatco Trillo, Venture for Fund Raising

Facebook. Multiply. SMS. More and more, the Internet and mobile phones are becoming powerful tools in fund raising. Find out how to use these new media in fund raising so you won't need to ever send out a fax attack anymore and more importantly, have your donors send out their gifts without ever leaving their seat. Possibilities become endless with this medium. Learn all about Viral Marketing and how these can contribute to the success of your fund raising campaigns.

10:00am to 10:30am Morning Break



10:30am to 12:00nn Plenary III: "Dr. Ned's Rx: Applying the Nationwide Survey on Giving"

Speaker: Dr. Ned Roberto – Roberto & Associates, Inc.

Facilitators: Mr. Bam Aquino and Ms. Ria Tanjuatco Trillo, Venture for Fund Raising

So, who gives more – men or women? Class A or E? What do Pinoys like giving to? Will Pinoys give to the fisherfolk or environment? Answers to these and many more from the Marketing Guru himself, Dr. Eduardo "Ned" Roberto who is Principal Researcher for the Nationwide Survey on Giving conducted by Venture for Fund Raising in partnership with the Social Weather Stations.



12:00pm to 2:00pm The Kyra Awards Luncheon

Hosts: Mr. Bam Aquino and Ms. Ria Tanjuatco Trillo, Venture for Fund Raising

See the best campaigns as they vie for the 3rd Kyra Awards - the pioneer in celebrating best practices in fund raising by Philippine NGOs. Recognition and cash awards will be given to the Best Direct Mail Campaign, Best Special Event, Best Corporate-NGO Partnership, and the ultimate - Award for Excellence in Fund Raising.

2:15pm to 3:15pm Break-out Session IV

□ **Break-out 10: "The Donor Patrols"**

Speakers: Atty. Nigel Avila – Venture for Fund Raising; Ms. Felicidad Soledad – Philippine Council for NGO Certification

Facilitator: Mr. Bam Aquino, Venture for Fund Raising

So how do I give a Tax Exemption Certificate to a donor? Can the corporation who donates P1,000,000 deduct the entire amount from its tax obligations? How do I get certified as a donee-institution? In this session, learn about revisions to the certification process and tax benefits you can offer to your donors.

□ **Break-out 11: "Talking Your Walk"**

Speakers: Ms. Ichay Bulaong - Arc Worldwide & Ms. Yolly Ong – Campaigns and Grey

Facilitator: Ms. Ria Tanjuatco Trillo, Venture for Fund Raising

With tens of thousands of non-profits in the Philippines, how can I get people to choose my organization? Maybe some tips from our Marketing and Communications experts can get you on the right track. Find out what it takes for people to understand, remember, and eventually, decide to support your cause.

3:15pm to 3:45pm Afternoon Break

3:45pm to 4:45pm Break-out Session V

□ **Break-out 12: "GMRC for Fund Raisers"**

Speakers: Ms. Susan Roxas – World Wide Fund for Nature Philippines & Atty. Philip Dumpit – SOS Children's Villages-Philippines

Facilitators: Mr. Bam Aquino and Ms. Ria Tanjuatco Trillo, Venture for Fund Raising

Your organization's single, most important asset is its integrity. How do you decide on a hundred thousand dollar gift offered to you in exchange for your endorsement? Ensure that your organization maintains its Code of Ethics amidst the lure of large donations and staggering fund raising targets.

□ **Break-out 13: "Fund Raising is a Science Too!"**

Speaker: Mr. Enrico Ibana, Infobuilders

Facilitator: Ms. Pinky Medina, Venture for Fund Raising

Find out how you can send out the right message to the right person at the right time. A database is a must-have for any organization seriously thinking of fund raising. So get rid of those shoe boxes and index cards and start looking at these fantastic donor management solutions that will make any fund raiser's dream come true.