

# Wisegiving

## WiseGiving Fundraising Workshop Series

6 May - 11 June 2008

(只提供英文版)

### Objectives

In order to be sustainable, social service organisations need to find and diversify the funding source. The workshop series helps social work practitioners to identify different ways of fundraising to enhance their organisations' fundraising capability. It is designed for social work practitioners who would like to equip and advance their practical skills on fundraising. Interested parties may take the whole series or some of the workshops to suit their organisation's needs.

### Target Participants

- ✦ The whole series is designed for NGO staffs at supervisory level
- ✦ Individual workshops are suitable for NGO staffs who are interested in the topic.

**Venue:** Room 202, 2/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Wanchai, Hong Kong

**Medium:** Cantonese (supplemented with English)

**Class Size:** 30

### Trainers



**Mr. Timothy Ma 馬錦華先生**  
Executive Director  
Senior Citizen Home Safety Association

Mr. Ma is currently the Executive Director of Senior Citizen Home Safety Association since 1996. Under his leadership, the organization is now the most successfully self-finance social enterprise serving more than 48,500 service users. He leads a team of 120 staff and 750 trained volunteers rendering 24-hourly operating supportive and relief service to the thousands of elders and chronic invalids in Hong Kong. The agency was awarded the Asia Pacific 2005 NGO Award, as well as an accredited 5S social service agency. He was the President Member of Association of Fundraising Professionals, Hong Kong Chapter (2004-2006). With his successful fundraising experience, he is the Advisor on fundraising and service of Hong Kong Evangelical Church Social Service Board, Against Child Abuse Association, American Baptist World Evangelical Association, etc. He is a trainer on Fundraising and SQS and has conducted lots of staff training for the NGOs on topics like Team Building, Creativity and Innovation, Leading Efficient Meeting, Resource Development, Efficient and Effective Supervision.



**Ms. Christine Kwan 關韻唐女士**  
Project Manager  
Resources Development & Partnership, The Hong Kong Council of Social Service

Ms. Kwan has over 10 years of NGO fundraising experience in HK. Her knowledge in direct marketing campaigns, special events, donor cultivation and corporate partnership has helped to raise significant donations and build sustainable resources. Ms. Kwan is currently the Project Manager of Resources Development and Fundraising at The Hong Kong Council of Social Service and a member of The Association of Fundraising Professionals, Hong Kong Chapter.



**Ms. Brenda Wong 黃玉閏女士**  
Fundraising Manager  
Events Oxfam Hong Kong

Ms. Wong is currently the Fundraising Manager - Events at Oxfam Hong Kong. Having obtained a degree in Language Studies, she has been engaging in the business of event marketing and management. She has organized various territory-wide and international events for the Hong Kong government and the Hong Kong Tourism Board (previously called the Hong Kong Tourist Association). In 1997, she joined Oxfam Hong Kong and formed the Events Team to help take over the organisation of Trailwalker (now called Oxfam Trailwalker) from the British army. The event is now also held in the UK, Australia, New Zealand and Japan.

### Course Structure

Session	Topics/Contents	Course Code	Trainers
1 6 May 2008 9:30am - 12:30pm	<b>Fund-raising Fundamentals</b> The workshop helps new comers to identify different ways of fundraising to enhance their organisations' fundraising capability. <ul style="list-style-type: none"> <li>• What are the pros and cons of the four main fundraising methods: Grants/sponsorship; Events; Mass market; Major Individual Donors, One-off or Monthly Donation?</li> <li>• How does a charity fit them all together to increase income each year?</li> <li>• What do various fundraising methods cost? What is a reasonable expectation for return on such investment?</li> </ul>	08A-S01	Mr. Timothy Ma Ms. Christine Kwan
2 9 May 2008 9:30am - 5:00pm	<b>Large Scale Event Planning &amp; Management</b> This workshop will provide comprehensive knowledge for NGO staff who are responsible for organizing events and to further equip them as event managers. <ul style="list-style-type: none"> <li>• What are the objectives for the event?</li> <li>• Who are to be involved to ensure success?</li> <li>• How to plan and implement the event (the cycle of event management)?</li> <li>• What to do in time of unexpected outcome at any stage of the cycle?</li> <li>• Who are the ideal event organizers?</li> </ul>	08A-S02	Ms. Brenda Wong
3 13 May 2008 9:30am - 12:30pm	<b>Small-to-medium Scale Fundraising Event Planning</b> It provides comprehensive knowledge for NGO staff who are responsible for organizing small-to-medium events. <ul style="list-style-type: none"> <li>• What are the challenges and shortfalls of different fund raising events?</li> <li>• How to plan and implement the event (the cycle of event management)?</li> <li>• What must not be missed or wrong at the course of the event operation?</li> <li>• What to do in time of unexpected outcome at any stage of the cycle?</li> <li>• Who are to be involved to ensure success?</li> </ul>	08A-S03	Mr. Timothy Ma
4 11 June 2008 9:30am - 12:30pm	<b>Production of Fundraising TV Programme</b> The workshop will identify the strategies and steps needed in producing a cost-effective and cost-efficient TV programme. <ul style="list-style-type: none"> <li>• Which type of NGO or charity can be benefited more from a TV Fundraising Program? What are the pre-requisites?</li> <li>• What are the pros and cons of investing in a TV Fundraising programme?</li> <li>• What are the know-hows in TV production?</li> <li>• How to work with TV stations?</li> <li>• How to make impact with your TV programme?</li> </ul>	08A-S04	Mr. Timothy Ma  <b>Guest Speaker:</b> Ms. Lily Poon 潘芳芳女士
5 11 June 2008 2:00pm - 5:00pm	<b>Working with Celebrities in Fundraising</b> Celebrities usually help a lot in generating public awareness for a fundraising campaign, especially for those small-to-medium size organisations. This workshop will identify the resources and techniques needed to create impact with a suitable celebrity. <ul style="list-style-type: none"> <li>• What are the pros and cons of having celebrities in your fundraising campaign?</li> <li>• How the celebrities select their partnering fundraising campaign or charities?</li> <li>• How to find suitable celebrity for a fundraising initiative in order to make impact?</li> <li>• In what way we can sustain the continuous support of the celebrities at your fundraising campaigns?</li> <li>• What are the matters that need attention in working with celebrities?</li> </ul>	08A-S05	Mr. Timothy Ma  <b>Guest Speakers:</b> Mr. Terence Wong 黃桂林先生 Mr. Anderson Junior 安德尊先生

### Enrollment Details

- Reservation will be proceeded on a first-come-first-serve basis.
- Please complete the *Enrollment Form 01* on page 56 and send to the Institute by fax/email.
- Notification will be sent via email one week before the event date.

### Enquiries

Please contact the HKCSS Institute at 2876 2454 or email to institute@hkcss.org.hk.

### Fees

Workshop		Early bird Price	Early Bird Date
1	HK\$400	HK\$360	22 April 2008
2	HK\$700	HK\$630	25 April 2008
3	HK\$400	HK\$360	29 April 2008
4	HK\$400	HK\$360	28 May 2008
5	HK\$400	HK\$360	28 May 2008
1 - 5	HK\$2100	HK\$1900	22 April 2008