



**Caritas Europa Annual Meeting on  
Communications and Fundraising  
Zagreb, 5-6 June 2008**

Venue: Archdiocesan Pastoral Institute - Kaptol 29, 1000 Zagreb

## **Agenda**

### **Thursday, 5 June**

**12.30-13.30:** Arrival of participants and lunch at the meeting venue

**Plenary meeting chaired by Boris Peterlin, Head of the Justice and Peace Section, Caritas Croatia**

**13.30-13.40:** Introduction and presentation of the agenda by Annalisa Mazzella, Advocacy and Communication Officer, Caritas Europa

**13.40-14.00:** Welcome by Bishop Josip Mrzljak, President of Caritas Croatia/Fr Ivan Milovicic, Director of Caritas Croatia and by Fr Erny Gillen, President of Caritas Europa

**14.00-14.20:** Communication and fundraising challenges in Croatia – Contribution by Prof. Jurica Pavicic and Prof. Nikša Alfirevic, Economics Faculty, University of Zagreb

**14.20-14.40:** The point of view and experience of Caritas Croatia – Presentation by Boris Peterlin, Head of the Justice and Peace Section, Caritas Croatia

Questions and answers

**15.00-17.00:** Visit to a local Caritas social project, transfer by bus

**17.00:** Participants leave to check in/rest at the Dubrovnik Hotel or Pastoral Institute

**From 18.30:** Evening programme, walk through Zagreb and dinner

### **Friday, 6 June**

**Plenary meeting chaired by Annalisa Mazzella, Advocacy and Communication Officer, Caritas Europa**

**9.30-11.00:** Marketing and fundraising tools for non-profit organisations – Contribution by Martin Kofler, Responsible for Online Fundraising, SAZ Marketing Services, Vienna

Questions and answers

**11.00-11.15:** Coffee break

**11.15-12.00:** Follow-up item from last meeting: proposal for a Caritas Internationalis Global Communication and Fundraising Conference – Presentation by Holly Ball, Head of Fundraising and Marketing, CAFOD

**12.00-13.00:** Towards the European Year for Combating Poverty and Social Exclusion – Presentation by Gabriela Sonnleitner, Head of Communications, Caritas Austria and coordinator of the subgroup on the Caritas network involvement within the Caritas Europa Task Force on the preparation of 2010

**13.00-13.45:** lunch break

**13.45-14.30:** Continuation of discussion on the European Year for Combating Poverty

**Working groups: Participants will be divided according to the chosen option**

PRESS – chaired by Patrick Nicholson, Head of Communications, Caritas Internationalis

*The group will agree on its own agenda – orientative discussion topics are:*

Presentation of successful campaigns in the area of international development and emergency work during the last year

Overview of future campaigns

Follow-up item from last meeting: communication and media coverage in crisis situations, collaboration with Caritas Internationalis. What works well, what could be improved (Emergency communications, visibility, ERST communicators, etc).

FUNDRAISING – chaired by Holly Ball, Head of Fundraising and Marketing, CAFOD

Introduction by Holly Ball with focus on the external fundraising environment and '21st Century Catholics'

Presentation of fundraising initiatives by participants including three examples of successful Lent campaigns

Looking for the next 'big idea': overview of future campaigns

**16.00-16.15:** Coffee break

**Plenary meeting**

**16.15-16.45:** Brief summaries from the working groups, discussion and miscellaneous items

**16.45-17.00:** Evaluation and proposals for the next meeting

**17.00:** Close of the meeting by Caritas Croatia and Caritas Europa, followed by a farewell drink