



Caritas Europa Annual Meeting on Communications and Fundraising Brussels, 2-3 April 2009

Venue: Caritas Europa [premises](#); Rue de Pascale 4, B-1040 Brussels

Agenda

Thursday, 2 April

9.30-9.50: Arrival of participants and welcome coffee

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

9.50-10.10: Presentation of participants and introduction to the agenda

10.10-10.30: Tour de table - main developments in participant organisations since the last Annual Meeting

10.30-12.30: Plenary workshop: "The 21st Century Catholic Donor"; designed and delivered by Holly Ball, Head of Fundraising and Marketing, CAFOD

The workshop will present the interesting findings of recent quantitative/qualitative research on the profile of the contemporary Catholic Donor and provide the basis for discussion on implications for successful fundraising strategies and targeted communication with (potential) donors

12.30-13.00: Lunch break

13.00: Participants will leave for the THON Hotel Brussels City Centre - Avenue du Boulevard, 17 where the afternoon session will take place

14.00-18.00: Special session on the communication aspects of the project concerning the European Year 2010 (EY 2010) for Combating Poverty and Social Exclusion; designed and delivered by the Task Force on the EY 2010 (a separate agenda will be provided)

In line with the outcomes of the Annual Meetings 2007 and 2008 where initial ideas were collected, Caritas Europa has pursued preparation for a Caritas campaign on the EY 2010. The main elements of the campaign will be presented during this session jointly held for participants in the briefing seminar for contact persons for the EY 2010

From 19.00: Joint evening programme with participants in the briefing seminar on the EY 2010

Friday, 3 April

Plenary meeting

9.00-9.15: Brief discussion on outcomes from the special session on the EY 2010 and introduction to the day

9.15-10.45: Focus on “NGO-corporate relations including corporate funding”; contributions by:

- Jean Marie Destrée, Director of Development, Secours Catholique-Caritas France
- Esther Driessen, Head of Fundraising and Partnerships, CORDAID-Caritas Netherlands
- Una O’Sullivan, Programme Manager, Microsoft EMEA

The contributions will highlight different aspects related to NGO-corporate relations such as a recent evaluation published by Secours Catholique, examples of successes and pitfalls presented by the CORDAID representative and the Microsoft experience in running Community Affairs programmes. A discussion will follow about expectations from both sides and how to make collaboration work for mutual benefit

10.45-11.00: Coffee break

11.00-13.00: “Looking after your supporters - great stewardship in action”; contribution by Stephen Pidgeon, Chairman, Tangible Response (UK)

This session will look at ‘stewardship’, the very best way to create your relationship with your supporters. Good stewardship builds lifetime value and leads to legacies, so getting it wrong is a terrible waste of money. Stewardship means giving your supporters great experiences; it includes being clear about your message and understanding the differences between them. Good stewardship is also deeply satisfying for fundraisers as it is at the heart of everything a fundraiser tries to do

13.00-13.45: lunch break

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:

Review of major emergency and crisis situations since the last Annual Meeting - responses by Caritas organisations in terms of communication and media work, collaboration among Caritas organisations and with Caritas Internationalis

Presentation of the campaign ‘Grow Climate Justice’ - need for coordinated action by the Caritas network

FUNDRAISING - chaired by Jean Marie Destrée

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

Presentation of successful fundraising initiatives since the last Annual Meeting

Brainstorming new fundraising ideas and trends - 2010 Lent campaigns and other future projects by Caritas organisations

Creating foundations and big donors - state of play and perspectives within the Caritas network

15.30-16.00: Coffee break

Plenary meeting

16.00-16.15: Brief summaries from the working groups and discussion

16.15-16.45: Miscellaneous items

16.45-17.00: Evaluation and proposals for the next Annual Meeting

17.00: Close of the event



This event is supported by the European Community Programme for Employment and Social Solidarity (2007-2013). This programme was established to financially support the implementation of the objectives of the European Union in the employment and social affairs area, as set out in the Social Agenda, and thereby contribute to the achievement of the Lisbon Strategy goals in these fields.

The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-27, EFTA and EU candidate and pre-candidate countries. To that effect, PROGRESS purports at: providing analysis and policy advice on employment, social solidarity and gender equality policy areas; monitoring and reporting on the implementation of EU legislation and policies in employment, social solidarity and gender equality policy areas; promoting policy transfer, learning and support among Member States on EU objectives and priorities; relaying the views of the stakeholders and society at large. For more information see: http://ec.europa.eu/employment_social/progress/index_en.html