

Think Double!

A REMARKABLE FUNDRAISING MASTERCLASS PRESENTED BY

Dr. Adrian Sargeant & Tom Ahern



Surprising new research combined with a fresh approach to donor communications can quickly double contributions to your charity.

Find out how.

4th–6th March 2019

The Inch Hotel, Loch Ness, Fort Augustus, Inverness-shire, Scotland

Think, talk and act differently ... and you'll soon be raising far more money.

Learn how ... in a deliciously distracting Highland setting.

No lie.

In this **Masterclass**, you'll learn how to DOUBLE what you currently fundraise from individual donors.

It's not magic. This isn't Hogwarts.

It's the most advanced science in fundraising ... and a couple of days of hard work alongside other fundraisers ... led by two driven instructors who'll show you exactly how to apply the latest psychological findings to your daily work.

Sorry about the distraction.

You'll attend your **Masterclass** at The Inch Hotel, perched above the shores of Loch Ness. Aye, *that* Loch Ness.

You'll learn to double your donations ... while overlooking a lake said to conceal a cattle-eating monster.

But you'll be too busy for legend-chasing, trust us.



Foodie food included.

Since your registration includes meals, it's high time we mention the magazine-quality victuals that come with your **Masterclass**.

Phillip Carnegie, a Michelin-starred food wizard listed officially amongst the Great British Chefs, presides over the kitchen at The Inch.

So, yes, even while your fundraising brain works harder than maybe it ever has, you DO get to eat WELL three times daily ... on dishes prepared to Phil Carnegie's award-winning recipes ... using local ingredients.

Too inspired to sleep, you say? For some welcome inner warmth, there's a cozy single-malt whisky bar at The Inch.

Be aware. It will be February, in the Scottish Highlands. Woolen-tights-and-kilts weather.

We're with you.

Don't come for the food or the scenery or the networking.

Come because making twice as much money for your mission ... from the very same base of donors and prospects ... is worth the price of admission.

If you now bring in £100,000 annually, the promise is you'll bring in £200,000. If you're reaping £1 million now, you'll have £2 million instead. If you're hauling in £10 million, you'll be enjoying £20 million instead. Assuming, of course, that you're a fairly sharp student, listen to the research, execute adequately, and give the whole thing about three years to fully ramp up.

Again: it's not Hogwarts; there is no magic. Like all outstanding successes in fundraising, work's involved.

We're not looking for everybody to join us.

We're looking for you, the hyper-competent.

And you, the determined.

And you, too: any gifted fundraiser ambitious to be the best in your profession.

You know who you are.

Please join researcher Adrian Sargeant and copywriter Tom Ahern for the career experience of a lifetime.

FAQs.

Q. Why do you call it a Masterclass?

A. We call it a **Masterclass** because there is nothing else like it on the face of the globe.

Q. Is this Masterclass about "best practices"?

A. Too often, "best practices" turn out to be recycled conventional wisdom. Even if the "wisdom" was great at one time for someone, now every charity deploys the same knowledge. This **Masterclass** is about BETTER practices, based on groundbreaking research you haven't yet encountered or put to work.

Q. Will I get a raise if I take this Masterclass?

A. When you double donations? We imagine your compensation will keep pace. And if it doesn't? Certainly, with this landmark course on your CV, you'll attract attention.

The rest.

Cost: £1950 plus VAT

Date: 4th – 6th March 2019

Register: bit.ly/InchMasterclass

The Masterclass begins at 9:00 on the 4th March 2019 and finishes on the 6th March 2019. Please plan to arrive the evening before. Your attendance fee covers all sessions, as well as seminar materials, accommodation, food, and your transfer from Inverness Airport or train station.

Attendance is limited to 25. The first 17 registrants will be lodged at The Inch ("Lovely," "Fantastic!", "Truly 5-Star" – *TripAdvisor*). Subsequent registrants will enjoy equivalent lodging within easy walking distance.



Tom Ahern

In 2016, the New York Times called Tom Ahern “one of the country’s most sought-after creators of fund-raising messages.” He specializes in applying the discoveries of psychology and neuroscience to the day-to-day business of attracting and retaining donors. His recent clients for direct mail, capital campaign case statements, audits and training include [alphabetically] the Anchorage Museum, Boys & Girls Clubs of America, Chabad on Campus, Connecticut Forest and Park Association, Friends of the Mississippi River, Lollypop Farm (animal rescue, NY), Lucile Packard Children’s Hospital at Stanford, Sharp Healthcare (nonprofit hospital system in San Diego), the United Nations High Commissioner for Refugees (USA) ... and dozens more, large and tiny. His latest (2017) book is titled *What Your Donors Want...and Why*.



Adrian Sargeant

Adrian Sargeant is the Director of The Philanthropy Centre. Formerly the first Hartsook Chair in Fundraising at the Lilly Family School of Philanthropy at Indiana University, Dr Sargeant is one of the world’s leading academic authorities on fundraising and how to achieve growth in philanthropy. He is now Professor of Fundraising at Avila University, Kansas City MO, a Visiting Professor of Philanthropy at the Australian Centre for Philanthropy and Nonprofit Studies and Adjunct Professor of Fundraising at Indiana University, Bloomington. Dr Sargeant has received many awards and honors for his services to the profession and was named to the prestigious Nonprofit Times Power and Influence List in 2010. He received a Civil Society Award for his services to fundraising and a Lifetime Achievement Award from the Institute of Fundraising in 2016.

The Philanthropy Center

Our mission is to grow personally meaningful philanthropy around the world. We do that by enhancing the quality of the donor experience and the contribution that giving can make to human wellbeing.

