



European Fundraising Association

Paris 2018

11th Annual EFA Skillshare 22-23 November 2018

**BEST PRACTICES IN RESEARCH SERVING
FUNDRAISING AND PHILANTHROPY**



Venue: Fondation de France
40 avenue Hoche, 75008 Paris

**Fondation
de
France**

Thursday, 22 November 2018

- 14:00-15:30 **EFA ANNUAL GENERAL ASSEMBLY (members only)**
- 16:00-18:00 **EFA SKILLSHARE EUROPEAN TOUR (members only)**
- 18:00-19.30 **GUIDED TOUR OF MONTMARTRE**
- 19.30 **EFA SKILLSHARE DINNER**



Friday, 23 November

- 09:30-09:40 **WELCOME, PROGRAMME OVERVIEW, ACKNOWLEDGEMENTS**
Gosse Bosma, President, EFA / CEO, Goede Doelen Nederland, Netherlands
- 09:40-10:40 **AN INCONVENIENT QUESTION**
Barry Hoolwerf, Executive Director, European Research Network on Philanthropy (ERNOP), Netherlands
ERNOP aims to improve your understanding of philanthropy by coordinating and disseminating European academic research on philanthropy and by answering a very simple question: 'Who gives what to which charitable goals in Europe?' In this session a number of answers to this question will be presented, and you will be provided with the opportunity to raise new questions.

10:40-11:40 **THE SECTOR IN FRANCE – KEY FINDINGS AND CHALLENGES**

Laurence de Nervaux, Head of Observatoire de la Philanthropie, Fondation de France
Arthur Gautier, Executive Director, ESSEC Philanthropy Chair, ESSEC Business School
Laurence and Arthur will review and comment on the data that is available on giving in France, and how to interpret it. They will then give an analysis of the main trends and challenges in the sector in France. A comparison with data from other European countries will help us to better understand the state of giving in France.

11:40-12:00 *Networking break*

12:00-13:00 **LEARNING FROM RESEARCH CENTRES OUTSIDE OF THE SECTOR**

Valeria Reda, Senior Researcher, Institutional & Social Surveys, DOXA, Italy
The reliability and effectiveness of surveys greatly depend on the right choices in terms of sampling, interviewing method and weighting of collected data. During this session Valeria will help us to understand how a successful study is mainly based on the proper use of the right tools in different research situations.

13:00-14:00 *Lunch and networking break*

14:00-15:00 **THE DONOR EXPERIENCE – IT'S TIME TO GET EMOTIONAL**

Roger Lawson, Roger Lawson Consulting, UK
An obsession with short-term financial KPIs is the single biggest reason that donors are dissatisfied with the way charities fundraise. It forces us to follow ever more aggressive strategies in order to achieve the income or new donors' target. If we are to build long-term donor loyalty, we need to engage donors emotionally with our causes and our work. Roger will share the results of how research into how donors emotionally engage with the charities they support, how charities can measure this emotional loyalty and the impact that this has on long term giving. And he'll lead a discussion into what charities should do to improve it.

15:00-15:15 *Networking break*

15:15-15:55 **AND NOW – WHICH OF TODAY'S TOPICS SHOULD WE TAKE FORWARD?**

Facilitator: **Astrid von Soosten**, Board Member, EFA / Deutscher Fundraising Verband, Germany
Astrid will lead a discussion on the outcomes of the day and how they might benefit our associations. In this way EFA can find out which areas are particularly relevant to members, so that the EFA Board can then take a look at how EFA can be of support.

15:55-16:00 **CLOSING REMARKS**

Gosse Bosma, President, EFA / CEO, Goede Doelen Nederland, Netherlands

