



## 14<sup>th</sup> Annual EFA Skillshare Programme, Prague, 21-22 September 2023 ELEVATE & INNOVATE: EMPOWERING FUNDRAISING IN EUROPE

**Venue:** The American Center, Tržiště 13 (1st floor, large meeting room), 118 01 Praha 1 - Malá Strana  
(Items on the programme may change)

### THURSDAY, 21 SEPTEMBER

- 12.30-13.00 *Light lunch served in the AGA meeting room (EFA members only)*
- 13.00-14.30 **EFA ANNUAL GENERAL ASSEMBLY (EFA members only)**
- 14.30-15.00 *Break / Arrival of Skillshare Participants*  
*(All following parts of the programme are open to Skillshare participants)*
- 15.00-17.30 **EFA SKILLSHARE EUROPEAN TOUR**  
**Part 1 – EFA Certification and Professionalisation of Fundraising**  
With inspiration from Germany, Finland and Ireland  
**Part 2 – Presentations by EFA Members from around Europe**  
Focusing on professional development
- 17.30-18.30 *Free time to have a drink together, or go back to your hotel*
- 18.30-19.30 **GUIDED TOUR OF PRAGUE, ENJOYING GREAT VIEWS FROM THE ROOF OF THE RUDOLFINUM, HOME TO THE CZECH PHILHARMONIC** *(starting at American Center)*
- 19.30 **EFA SKILLSHARE DINNER AT POTREFENÁ HUSA PLATNĚŘSKÁ RESTAURANT**  
Platněřská 88/9, Prague 1

### FRIDAY, 22 SEPTEMBER

- 08.45-09.00 *Arrival*
- 09.00-09.15 **WELCOME, PROGRAMME OVERVIEW, ACKNOWLEDGEMENTS**  
**Charlotte Rydh**, President, EFA / Swedish Fundraising Association  
**Jan Gregor**, CFO, Svět neziskovek – Coalition for Easy Giving
- 09.15-10.00 **FUNDRAISING IN THE AI ERA – LEVERAGING OPEN AI FOR SUCCESS**  
**Deniz Hassan**, Digital Director, Astarita Aldrich & Ward  
In the rapidly evolving landscape of fundraising, Artificial Intelligence (AI) emerges as a game-changing tool. This presentation delves into harnessing the potential of OpenAI for fundraising success. We'll explore how AI can transform donor engagement, data analysis, and campaign strategies, ensuring personalised, efficient, and impactful outcomes. From predictive analytics to chatbot assistants, OpenAI offers innovative solutions that redefine how fundraising teams can function with more impact, efficiency and creativity.

- 10.00-10.30 **AI FOR FUNDRAISING: A TRUSTED DATA STRATEGY**  
**Pierre-Marie Boutet**, Industry Advisor, Salesforce  
 While undeniably a potent fundraising asset, artificial intelligence raises questions about reliability and security. Can tools built on unverified web data, which also access our personal information, truly be trusted? Navigating this balance is key. Safely harnessing AI's power, without compromising data integrity, is a challenge worth addressing. This session will provide concrete frameworks for not only learning to use these tools but to use them securely, fostering trust and efficiency in fundraising efforts.
- 10.30-10.45 *Networking break*
- 10.45-11.15 **AI AND FUNDRAISING ETHICS – UNCHARTERED TERRITORY**  
**Ian MacQuillin**, Director, Rogare  
 Fundraising has a track record of implementing new ideas and only thinking about ethical issues once something has gone wrong. Now that AI is the new kid on the transformational block, fundraisers are rushing to incorporate it into our practice. But are we pausing to think about whether we even ought to do that? Have we stopped to consider what ethical dilemmas might result? This presentation gives a brief overview of some of the ethical conundrums that might be lurking in the long grass.
- 11.15-11.30 **DISCUSSION ON THE ISSUES RAISED IN THE AI SESSIONS**
- 11.30-12.15 **A GLIMPSE INTO FUNDRAISING IN THE CZECH REPUBLIC**  
**Alena Novotná**, Head of Fundraising, Médecins Sans Frontières  
**Jan Staněk**, Head of Fundraising, Oblastní Charita Červený Kostelec  
 What are the fundraising enablers in the Czech Republic? What are the difficulties? An overview of the Czech Republic fundraising environment as experienced from two different perspectives. Médecins Sans Frontières, a part of international humanitarian organisation, and Oblastní Charita Červený Kostelec, a small regional organisation.
- 12.15-13.15 *Lunch and networking break*
- 13.15-13.45 **STRENGTHENING GIVING AND CELEBRATING GENEROSITY ACROSS EUROPE**  
**Kait Sheridan**, Senior Director Global, Giving Tuesday  
 As a global movement, GivingTuesday creates unique opportunities for organisations and individuals to promote generosity in their communities. But what inspires people to participate? How can other organisations adapt GivingTuesday's movement dynamics for their own campaigns? This session will dive deeper into GivingTuesday's strategy for global engagement. We will go behind the scenes to understand the movement's model and plans, and to explore new ideas for how we can grow generosity, specifically in Europe.
- 13.45-14.50 **MAXIMISING THE IMPACT OF PUBLIC AFFAIRS – ACHIEVING MORE TOGETHER**  
 What are the issues currently on the agenda in the EU which affect the fundraising community and does their impact differ between countries? What can we expect in support of civil society and what are the challenges? And how can we achieve greater impact? With the aim of being the collective voice for Europe's fundraising community, EFA has high ambitions to be recognised as a credible policy and public affairs representative, and there are several organisations across Europe with whom EFA cooperates to achieve greater impact with limited resources. Philea is one of these partners and will share their work in public affairs, followed by a conversation with representatives of EFA members.  
**Patrick Gibbels**, Director, Gibbels Public Affairs (online)  
**Hanna Hanses**, Policy Manager, Philea – Philanthropy Europe Association
- PANEL DISCUSSION**  
**Hanna Hanses**, Policy Manager, Philea – Philanthropy Europe Association  
**Laurence Lepetit**, Chief Executive, France générosités  
**Jana Miléřová**, Deputy Director, NeoN Network Coordinator, Glopolis  
**Pia Tornikoski**, Secretary General, Finnish Fundraising Association
- 14.50-15.00 **CLOSING REMARKS - Charlotte Rydh**, President, EFA / Swedish Fundraising Association
- 15.00-15.30 *Networking break and coffee*