

How to

ask

for

a

stretch
gift

Two hours of insight and confidence from



www.gilespegam.com

Ask for a stretch gift.

Could you? With confidence?

Are you any of these?

- A major donor fundraiser.
- A major donor manager.
- A volunteer who asks for money.
- A trustee who asks for money.
- A member of an appeal board.
- A fundraising or appeals director.
- A chief executive officer.

Could you confidently look a prospect in the eye and ask for a stretch gift without feeling embarrassed or scared?

It's by far the most difficult part of the donor relationship.

Most people get it wrong.

Billions of pounds are lost.

This intensive course will, in two hours, give you that confidence.

It will eliminate the hurdles, and give you a script that you will have the opportunity to practice.

Every word has been honed and polished, and used successfully in NSPCC's Full Stop Appeal.

'This course is based on the 'How to ask for a million pounds' course delivered 19 times in 2011'



Giles Pegram CBE was appeals director at the NSPCC for 30 years. He is one of the UK's truly great fundraisers. A world-class strategist and thinker he is an inspiration to everyone he has contact with. At the NSPCC, Giles:

- **Conceived and set up the visionary 1984 Centenary Appeal. This highly successful appeal raised £15 million, a record at the time.**
- **Grew the NSPCC's income from donors and supporters from £3 million to £145 million per annum.**
- **Crafted the ground-breaking FULL STOP Appeal that raised £250million to kick-start the Society's campaign to end cruelty to children.**

He was recognised as UK Professional Fundraiser of the Year 1994 and received the Institute of Fundraising/Professional Fundraising Awards 'Lifetime Achievement in Fundraising' award in 2002. He is a Fellow of the Institute of Fundraising.

Giles Pegram was awarded the CBE in 2011.

A million pounds of confidence costs just £150 + VAT

For further details contact Giles directly:

- email him at giles@gilespegam.com
- or phone him on 07976 065 074.

For details of the venue, dates, times and booking, please see the attached booking form.

The small print

£150 + VAT covers tuition and refreshments.

Must be paid in advance of the course.

Maximum 10 participants for each course.

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If you cannot get to London, and there's enough interest in your area, Giles will happily come to you. Just email giles@gilespegam.com