

# REVOLUTIONISE

ACCELERATING PEOPLE WITH PURPOSE

NON-PROFITS

## ACCELERATING WITH PURPOSE

An in-depth seminar for CEOs, board members and executive teams of non-profits who wish to accelerate their organisation's mission behind a surge of fundraising growth.

23rd to 27th October 2023

To book your place email [connor.seaton@revolutionise.com](mailto:connor.seaton@revolutionise.com)  
Or call us with your questions on +44 (0)7437 042 456

**£2,450 + VAT**

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## INTRODUCTION

Our clients have a rich history of using purpose to accelerate growth. This seminar moves above and beyond the study and practice of 'the Great Fundraising Organisations.' It examines how successful organisations have accelerated their programmes, projects, campaigns and mission besides a surge in fundraising growth. It is therefore suitable for executive leaders with responsibility across all functions.

Revolutionise have studied these organisations and have identified the key leadership decisions and behaviours which trigger and sustain this acceleration. They start with 'Purpose with precision' and everything else cascades from that.

This seminar is designed to be both educational and outcome-orientated utilising human-centred design thinking alongside our research insights – so you can take away tangible insights and actions.

## SOURCE

The sources for this seminar are:

- **Multiple rounds of academic research, available at [www.revolutionise.com](http://www.revolutionise.com)**
- **Action research from hundreds of tracked case studies around the world.**
- **The experience of our consultants, all of who have acted as successful accelerators.**
- **The wisdom of the assembled delegates.**

## OUTCOMES

### Learned

- The behaviours of Great Fundraising Organisations – what the research showed us.
- How organisations have put the research into practice.
- Case studies of organisations that have used a fundraising surge to grow and accelerate the entire organisation – and how they got the different departments to work together.
- How to clearly define a Purpose with Precision and a fundraising New Ambition, and ensure these work alongside the Theory of Change.
- How your organisation's brand affects and interacts with purpose.
- Tools for creating a message hierarchy which aligns the organisation and drives results.
- How to design and execute a test and learn investment strategy.
- How to manage investment across multiple stakeholders.
- How to unite teams behind purpose.
- The difference between fundraising and operations cultures – and how to get them working in harmony.
- How purpose helps recruit, retain and align staff.
- Outcomes of our academic and action research.
- Case study insights.

### Designed

- Insights to the power of focus without compromise.
- Making the key decisions leaders must not delegate to trigger and maintain growth.
- Your facilitated analysis of internal culture, conflicts and opportunities to align your organisation behind a 'Purpose with precision.'
- Ideas on how HR can implement alignment, focus and energy.
- Decide the right level of purpose-led ambition for your organisation.
- A top-level 'milestone' plan.

## SUMMARY

**We will start with an overview of purpose-led strategy, and will finish with precise nuggets on how every non-profit can precisely define its purpose and gain both market advantage and internal alignment from it.**

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## ADDITIONAL BENEFITS

In addition to the packed programme, there will be opportunities to:

- Reflect and plan on your own needs and actions, using the isolated, peaceful setting to clear your mind.
- Network and work with other delegates at a peer level in a concentrated, inspiring environment.
- Use the Highland serenity to refresh and focus yourself, outdoors or in.

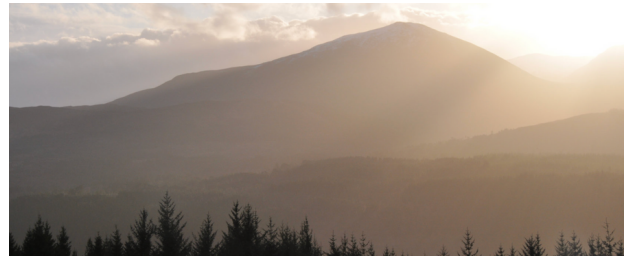
## WHEN?

Four nights and five days of intensive learning. This seminar will start on Monday the 23rd of October at 13:00 and end on Friday the 27th of October at 13:00. Delegates are expected to arrive before 12:30 on Monday the 23rd for a sharp 13:00 start.

## WHERE?

The Revolutionise, Loch Ness Centre, The Inch, with its gorgeous location overlooking Scotland's most famous loch, is a place of inspiration, perspective, and energy. It is the perfect retreat away from the hustle and bustle of daily life to enable you to focus on growing your organisation. Find out more at:

[www.inchhotel.com](http://www.inchhotel.com)



## PRICE

The cost of this three-day seminar is **£2,450 +VAT** .

All accommodation, meals and transfers to the Inch Hotel are included in this price. We will also provide all group activities as well as your learning materials and tuition. Additional night's stay can be arranged before the seminar (at a dinner, bed and breakfast rate of £250 + VAT per person per night).

You will need to cover the cost of travel to Inverness and any bar bills.

## HOW TO BOOK?

Places are £2,450 +VAT and are strictly limited.

**Book online at [www.revolutionise.com](http://www.revolutionise.com)**

For questions and queries, please contact us at

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## SPEAKERS AND TRAINERS



**ALAN CLAYTON**  
CEO, Revolutionise

Alan has a twenty-five-year career in purpose driven growth behind him and is still speeding up. He trained as a scientist but has always worked in the creative field, so he can combine precise analytics with emotional energy to create ideas which lead to great change.

He is a serial entrepreneur and has worked in more than thirty countries. Clients range from global giants such as UN agencies right through to small, local start-ups, and from business leaders to freelancers and even amateur racing drivers.

**NYASHA NJELA**  
Director, South Africa, Revolutionise

Originally from Zimbabwe, Nyasha currently resides in South Africa with her family. She started her career as a personal banker and, using her skills in customer relationship management, transitioned to non-profit fundraising when she joined Doctors Without Borders (MSF) Southern Africa.

Nyasha is skilled in developing teams to set up fundraising strategies that include a diversified income portfolio through donor development, - acquisition, retention, relationship building, and donor loyalty. Nyasha believes in building organisational fundraising culture that encourages cross departmental collaboration to meet donor needs, which ultimately leads to serving beneficiaries and achieving its social mission.



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