

## **How to Raise a Million Dollars: Fundraising Ideas for Arts and Cultural Organisations**

Three-time *Innovations in Annual Giving* author and Crystal Apple speaker Bob Burdinski presents a half-day of new ideas for your fundraising strategy. Bob will feature dozens of examples from a world-wide range of institutions in his presentations, and a panel of Hong Kong arts practitioners will join him in conducting this workshop with the participants.

The session will highlight the latest new annual giving fundraising ideas in social media, email, micro-philanthropy, crowdsourcing, video, text messaging and others; Smart enhancements for traditional annual giving methods – some new thinking for direct mail and personal solicitation; The local annual giving perspective from arts/cultural fundraising practitioners; The language of annual giving – New options and methods for presenting the annual giving case for support in a multi-media and multi-channel world; Last but not least, an end-of-the-day panel discussion with attendees to answer any other questions or provide opinions about current annual giving trends and the current situation at your institution.