

## 2013 FUNDRAISING SUMMER CAMP AGENDA

ora	JOI 1 AUGUST	VINERI 2 AUGUST	SAMBATA 3 AUGUST	DUMINICA 4 AUGUST
9.00	<b>SOSIRI</b>	<b>Presentation skills</b>	<b>Strategia in fundraising</b>	<b>Materiale promotionale, estetica in comunicarea vizuala , infografice, online, outdoor</b>
	<b>break</b>	<b>break</b>	<b>break</b>	<b>break</b>
10.00	<b>BINE ATI VENIT</b> „cui ii e frica de target?”	<b>Sharing &amp; Learning</b> Loyalty	<b>Strategia in fundraising</b>	<b>Profilul fundraiserului</b>
13.00	LUNCH	LUNCH	LUNCH	LUNCH
14.00	<b>Regulile campaniilor de PR&amp;FR</b>	<b>Sharing &amp; Learning</b> cum spui NU?	<b>Evenimente caritabile</b>	<b>Ce iau cu mine? Lectii invatate</b>
16.00	<b>break</b>	<b>break</b>	<b>break</b>	<b>break</b>
17.00	<b>Exercitii</b>	<b>Sharing &amp; Learning</b> Asa DA, asa NU	<b>Sharing &amp; Learning</b> Imagine si brand Vizionare de spoturi TV	<b>Plecari</b>
19.00	Welcome Dinner	Dinner	Dinner	