



NATIONAL RURAL
HEALTH
ALLIANCE INC.



13TH NATIONAL RURAL
HEALTH CONFERENCE
24-27 May 2015, Darwin Convention Centre, NT

Fundraising and storytelling for organisations

with David Zerman and Sarah Barzel, Possibility Australia/International

10.00am – 3.00pm, 24 May 2015

Adina/Vibe Hotel, Darwin

Registration: \$220 (GST inc)

Make increased revenue and stakeholder engagement a real possibility through organisational storytelling

Part 1: 10.30am – 12.30pm

The *Possibilities* of strategic fundraising to increase your organisation's capacity

In this interactive workshop you will learn why, how and when to fundraise. You will receive a fundraising toolbox, including templates, that you can then use in your own organisation. At the conclusion of this workshop you will be able to develop an integrated fundraising strategy for your organisation that covers direct marketing, events, capital campaigns, volunteer and stakeholder engagement, and social media.

Lunch: 12.30 - 1.00 pm (included)

Part 2: 1.00pm – 3.00pm

Storytelling using *People and Places* from your organisation

This workshop will allow you to develop stories that will help you market your organisation to stakeholders and philanthropic supporters. It is a hands-on workshop where participants will be guided through the structure, methods and output of story writing for newsletters, speeches, websites, brochures etc. Practical tips and templates will be provided that will help participants put information from the workshop into immediate practice as they work in teams to develop a communication plan for their own organisation.



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[#ruralhealthconf](https://twitter.com/ruralhealthconf)

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David Zerman believes that working and volunteering in the Not-For-Profit sector is the best activity anyone can be involved in. His career has been mainly in journalism, ethical public relations (which he believes is not an oxymoron) and fundraising, where he has worked on and led annual and capital campaigns that have raised more than \$202 Million in the last 25 years. David is driven to improve health and educational opportunities in Australia and internationally.



Despite his Master of Public Health, Graduate Diplomas in International and Comparative Law, Public Policy and Media Studies and having completed the Executive Program for Non Profit Leaders at Stanford University's Graduate School of Business and the Senior Executive Program at Harvard University's Kennedy School of Government he believes his greatest education was probably obtained during his 10 years as CEO of the Victorian Section of the RFDS when he spent a lot of time in rural and remote Australia.

As Fundraising Epidemiologist and CEO of Possibility Australia he specialises in working with Not-For-Profits across Australia to develop and strengthen communities through easy strategic fundraising based on supporter relationships and meaningful storytelling.

His best stories include thanking a donor for sending \$2 worth of stamps every month for more than 30 years and having to return a \$1 Million donation. But that's another story for participants at the Pre Conference workshop!

Sarah Barzel, the Facilitator of Greatness and Director of Training and Community Engagement with Possibility Australia believes reading and community based strategic problem solving are keys to strengthening rural and remote communities.



After graduating from Melbourne University, Sarah worked as a secondary teacher before moving overseas where she was an educator, university lecturer and author both in Brazil and Israel. Sarah obtained her MA and TESOL Certificate from Trenton State College in New Jersey and is a Nationally Accredited Trainer (Cert IV) in Australia.

Both in Australia and overseas Sarah has been continually involved in voluntary language teaching to new migrants and refugee settlement of families in their new countries. As a result of her international career, Sarah, who is the author of 3 multilingual books and more than 100 web based education learning programs, is fluent in Portuguese, Hebrew, French, Polish and of course English.

A voracious reader, Sarah hopes participants at this Conference might be interested in starting Skype based book clubs for adults and children in their communities.

Sarah, who is one of a handful of Australians who have completed the Certificate in Fundraising Management from Indiana University's Centre on Philanthropy has worked as a University lecturer and as the Education Coordinator of a major Victorian Museum.

As a fundraising specialist focusing on creativity and innovation she has successfully obtained government and trust and foundation grants and is currently working on a multi-million dollar aged care appeal in rural Victoria.