

# THE COLLECTIVE

## WHY JOINING THE COLLECTIVE IS A GREAT IDEA.

Put simply The Collective is about supporting you to do a better job as an events fundraiser. It is about equipping you with the resilience and confidence you will need as we navigate the future events landscape through mentoring, training, coaching and advice. Monthly training modules are compiled for the members on a need's basis tapping into the extensive event fundraising experience of the founder Jane Curtis.

These were just some of the bespoke sessions that were delivered at the request of members in 2020:

- Events Planning for 2021
- Using Tiltify (and other platforms) to create budget smashing Virtual Events
- Maximising Social Media
- The Future of Overseas and UK Challenge Events
- Managing Overwhelm
- How to Communicate Effectively
- Creating Events to Cultivate Corporate support and much more!

The membership will promote and support your wellbeing, thus making you a happier all round team player. It will improve the ROI on events as you hone your skills and it will connect you with Event Fundraising Professionals across different charities where you can benchmark and test trends. It is delivered entirely online so there is no costly or time-consuming travel to attend a physical training session.

The Collective provides easy and instant access to Event Fundraising specific training, much needed connection with other fundraisers from different organisations all over the UK, career development sessions and so much more.

When paid monthly (just £34 per month) you can cancel at any time, so it is completely risk free. If paid annually (£340 per annum) you get two months free and a free money back guarantee.

The next year is going to be critical for Events Fundraising as we rebuild our programmes after Covid19. Give your Events programme the best kick start with all this support and guidance for an investment of just around £1 a day.

# THE COLLECTIVE

## Who runs The Collective?

Jane Curtis is founder of The Collective, a trainer, mentor and coach. Prior to setting up her own business Jane spent 18 years working in charity as an Events Fundraiser and created and managed successful events fundraising strategies and programmes at a variety of national and international charities. She was responsible for raising millions of pounds of unrestricted income from events.

Today she supports numerous charities and hundreds of fundraisers innovate, build resilience and evolve their events strategies fit for the future. As an individual member of the Chartered Institute of Fundraising, Jane is committed to best practice, the CIOF's Code of Conduct and the Code of Fundraising Practice.

## What others say

*"During lockdown and the pivot to working from home it's been brilliant to engage with other members. No longer being office-based has at times felt isolating and I've certainly missed the learning opportunities from working with my wider team that aren't necessarily there now we have focused zoom calls instead of brainstorming/incidental chats. It's been reassuring to speak to professionals in the same field - to share ideas, challenges and ups and downs."*

Zoe Elliott, Head of Special Events & Philanthropy

*"Since being furloughed I have actually learnt more from The Collective than I feel I have in a long time and I can now proudly say that I am a Head of Events and Challenges at a National Charity, something I didn't think I would have achieved for a long time."* Jessica Edwards, Head of Events and Challenges

*"Meeting Jane and the other Collective members has been vital for me. It's made me feel supported, not alone, more confident that my ideas made sense. The generous sharing of experiences and contacts has made my working life a lot easier."*

Mieke Tennant, Events Coordinator

*"I can't think of an events specialist who is better placed than Jane to lead on delivering this membership. Charities need to radically rethink their approach to event delivery for a whole range of reasons. The Collective has a great programme for enabling charities to do exactly this. I am sure a lot of good event fundraisers can become even better by signing up for The Collective".*

Mark Bishop, Director of Customer & Cause, The National Trust for Scotland.

THE CHARITY  
EVENT SPECIALISTS



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

© Copyright The Charity Event Specialists 2021 - All rights reserved.