



CONFERENCE & PILGRIMAGE ROME



CHARITIES OF THE
CATHOLIC ARCHDIOCESE
OF SYDNEY

Why You Should Attend This Conference

by Chris Herron, Director DFO Catholic Archdiocese of Sydney

Dear brother and sister fundraisers

Three years ago I attended the IFC - the International Fundraising Congress in The Netherlands. For me it was a big investment from my fundraising budget as the journey from Australia isn't cheap and it takes more than 27 hours' travel time in each direction.

This was a great decision and worth every cent; not only did I hear from fantastic speakers but I found it to be a great networking event. The mood was very upbeat about our profession and I came away inspired and ready to try new ideas. So it really paid off as an investment in our future fundraising activities.

The reasons why I chose to go to that conference were threefold:

- I felt that I would gain more knowledge than attending local annual conferences (I did);

- I wanted to hear from the top industry speakers that I usually only read about (I did);

AND

- I wanted to network with other Catholic dioceses and Catholic charity people like me (I didn't).

On the latter point, out of just over 1,000 delegates I could find only 3 people apart from myself representing the Catholic Church and I was the only attendee who was from a diocese anywhere in the world.

This really struck me. This was the top international fundraising conference but absolutely so little interest from Catholic fundraising clergy, lay workers or volunteers. I discussed this issue at the Vatican a week later with a very senior official and he thought that I had attended a conference for Catholic fundraisers. I explained that apart from the NCDC in the US and large Catholic charity groups (who run their own training opportunities), there was absolutely nothing that supports Catholic fundraisers.

So three years later I've put together a great program that will really benefit the work of the Church and follow the call of the Holy Father to do more to help the poor and needy.

For the past two years our office has successfully been running not-for-profit pilgrimages to Rome for our supporters, staying at our own hotel in Rome (classified as a religious guest house but more like a 4-star hotel), and over the next year around 200 pilgrims are planning on going to Rome with us. We offer them the opportunity to have a spiritual journey and renew their faith.

So combining a pilgrimage of Catholic Rome with a fundraising conference makes a lot of sense for the Catholic Church. Our speakers are going out with us, attending Mass and sitting with us at dinners so the networking opportunities are fantastic.

The program's theme is 'REIGNITE YOUR PASSION' because without passion in our mission we will never achieve the results our charitable works need.

Our speaker line-up is impressive (see attached) and planned to give us a wide range of insights into most aspects of our work.

I'm going to be talking too on the topic of 'Giving to God', incidentally the title of my new book coming out later this year (attendees receive a free copy).

You'll learn new skills and come away full of ideas on how you'll improve your fundraising activities. A 2016 study co-authored by Professor Adrian Sargeant (one of our speakers) puts a dollar figure on fundraising training: for each training opportunity that fundraisers attend, the charity actually increases donations the following year by an average \$37,000.

So Catholic fundraisers, what are you waiting for?

Download the 8-page PDF brochure and book now because we want to see you in Rome and raise more funds for the good works of the Church.

www.romepilgrimages.com