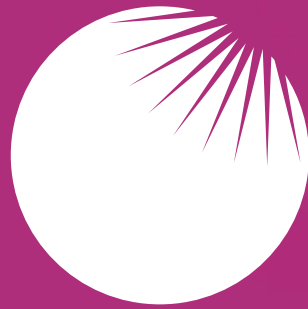




**bright
spot**

Information about
Bright Spot and its
founder, Rob Woods,
plus approved brand
assets to use as
needed.

Bright Spot Media Kit

Welcome to the Bright Spot Media Kit. Here you'll find information about Bright Spot and its founder, Rob Woods, plus approved brand assets to use as needed.

If you require additional materials, have any questions, or would like to submit a media inquiry, please email info@brightspotfundraising.com

About Bright Spot

At Bright Spot, we believe that fundraisers deserve better.

Charities expect fundraisers to go out and raise lots of money, but often those fundraisers receive little help in how to do it.

Being passionate is not enough. Working hard is not enough.

We know that fundraisers need not only real strategies and techniques that work - but also the belief, confidence and support to implement them. To make serious progress, all these things are important.

Our unique Bright Spot approach incorporates all of these areas, and since 2007 we've helped more than 12,000 fundraisers, directors, chief executives and trustees to improve their fundraising results.

Through our Mastery Programmes, in-house training days, Breakfast Clubs, Members Club and one-to-one coaching, at Bright Spot we help fundraisers learn and implement techniques that raise more money.

Rob Woods - Biography

Rob has worked in fundraising since 2000 and has spent more than a decade honing ways to help fundraisers improve their skills and raise more money. During that time he has helped more than 12,000 fundraisers, directors and chief executives from hundreds of charities.

Rob started his career as a fundraiser for the NSPCC during the FULL STOP Campaign and then was appointed Fundraising Training Manager. Since becoming an independent trainer and coach, Rob has worked with organisations of every size, from tiny charities to some of the world's leading non-profit organisations. His clients include Cambridge University, Oxfam, British Heart Foundation, Tate and UNICEF.

The author of several books, Rob has been a tutor for the Institute of Fundraising Academy since 2008 where his courses include Win that Pitch and Writing to Influence.

He is a regular speaker at some of the world's leading fundraising conferences including the IOF Convention and the International Fundraising Convention, where he also delivers the Prepare to Inspire Programme to help other speakers excel.

Rob founded Bright Spot Fundraising in 2007 to provide services that support fundraisers at all levels, from frontline fundraisers to chief executives, to help them increase fundraising income and enjoy their jobs.

As part of the Commission on the Donor Experience in 2016, Rob led the strand of research focused on outstanding leadership in fundraising, which inspired his book, The Three Keys of Donor-Focused Leadership.

"In training thousands of fundraisers at high achieving organisations, I've found that though most fundraisers usually work very hard, certain problems crop up again and again. When these happen, consistent financial results become very difficult to achieve. And yet, in doing this for more than a decade, we've found that with the right strategies and support you can enjoy making big improvements and raise more money."

Services

Bright Spot offers a number of services and programmes to help fundraisers of all levels achieve their targets and make progress in their careers - without compromising their work/life balance.

The Bright Spot Members Club

Launched in 2016, the Members Club is an online monthly subscription club that supports fundraising professionals with dozens of courses, webinars and real 'bright spot' examples to inspire you to fundraise differently. A unique offering within the fundraising sector.

Services continued

Mastery Programmes

Bright Spot's Mastery Programmes are each specifically designed to help participants learn advanced strategies and build powerful habits through training days, coaching and other inspirational resources.

The programmes cover the following area of fundraising:

- Major Gifts Mastery Programme
- Individual Giving
- Corporate Partnerships
- Sustainable Fundraising Development Programme (a Mastery Programme that trusts use to up-skill the charities they support)

In-House Training Days

Bright Spot offers a number of team training days which are all designed to help the whole team make progress in specific high-impact fundraising skills.

Topics include:

- Influencing donors and supporters
- Transform your Results
- Writing to Influence
- Win that Pitch
- Presenting to Influence
- The Myers Briggs Type Indicator for Team Performance
- Networking Skills

Bright Spot Breakfast Clubs for Directors and Heads of Fundraising

Held in central London, Bright Spot's popular quarterly Breakfast Clubs help fundraising leaders to stay inspired, build their network and learn cutting-edge strategies in fundraising and leadership.

One-To-One Bright Spot Coaching

One-to-one coaching sessions with a Bright Spot Results Coach transforms both results and the ability to handle the challenges of fundraising, leadership and charity politics.

Conference Plenary Sessions

Experienced and inspirational speaker Rob Woods is available to speak at events and conferences.

Books by Rob Woods

- The Fundraiser Who Wanted More: The 5 Laws Of Persuasion That Transform Your Results - published 11th May 2015
- Bright Spot Notes on David and Goliath - published June 2013
- The Three Keys to Donor-Focused Leadership - published February 2016
- Pitch to Win - ebook
- How to be a Millionaire Magnet - ebook

The Fundraiser Who Wanted More: The 5 Laws Of Persuasion That Transform Your Results

A story about a charity fundraiser who learns valuable secrets. The story helps the reader understand precisely how to model these strategies, so that they take more action, feel more confident and raise a lot more money.

Available in paperback and Kindle

Bright Spot Notes on David and Goliath

No matter the size of the charity, all fundraisers are underdogs, battling to change the status quo to solve problems and reduce suffering. Inspired by Malcolm Gladwells' excellent David and Goliath in this book Rob has written notes to summarise the key ideas, and adds his own advice on how to apply giant-slaying strategies in your own fundraising.

The Three Keys to Donor-Focused Leadership

What kind of leader is most likely to help a charities' fundraising succeed?

The charities that grow their impact work especially hard to understand and care about their supporters. Fundraising that is donor-focused (rather than just money-focused) is now more crucial than ever, but it won't happen consistently unless leaders act in a certain way. These leaders behave less like chess masters and more like gardeners.

After studying successful fundraising and leadership for more than a decade, Rob has found the three areas where these leaders devote disproportionate energy. In this highly practical book, he brings these concepts to life using a range of recent examples and he shares specific tactics you can apply.

Pitch to Win!

This ebook contains 40 powerful tips to help fundraisers win more corporate partnerships for their charity.

Available as an ebook

How to be a Millionaire Magnet

44 tips to help fundraisers get more meetings with major donors - using their phone!

Available as an ebook

Media & Speaking Events

The Guardian: Fundraising: *let's get real about networking*
<https://www.theguardian.com/voluntary-sector-network/2012/jun/27/fundraising-lets-get-real-networking>

Institute of Fundraising Blog: *The First Key to Fundraising Influence*
<https://www.institute-of-fundraising.org.uk/blog/the-first-key-to-fundraising-influence>

Institute of Fundraising Convention Blog: *Three coaching tricks for managers – how to help your colleagues succeed*
<http://www.fundraisingconvention.uk/about/blog/three-coaching-tricks-for-managers--how-to-help-your-colleagues-succeed>

UK Fundraising Blog: *Is it possible to treat a Trust like a Major Donor?*
<https://fundraising.co.uk/2013/07/22/it-possible-treat-trust-major-donor/#.XAgWRZOTJBw>

101 Fundraising Blog: *The Smartest Way to Guarantee Mediocre Results*
<http://101fundraising.org/2013/10/smartest-way-guarantee-mediocre-results>

101 Fundraising Blog: *What I learned from Coutts Private Bank*
<http://101fundraising.org/2014/03/learned-coutts-private-bank>

101 Fundraising Blog: *Win That Pitch*
<http://101fundraising.org/2014/06/win-pitch>

101 Fundraising Blog: *3 Tips to win more partners by finding The Smoking Gun*
<http://101fundraising.org/2015/05/3-tips-to-win-more-partners-by-finding-the-smoking-gun>

101 Fundraising Blog: *Focus is Power*
<http://101fundraising.org/2015/10/focus-is-power>

Do More Good Podcast: *Season Two, Episode Twenty*
<https://www.domoregood.uk>

Speaking Engagements

- IOF Convention (25 presentations in 11 years). Ranked a Top 20 speaker for the last 8 years.
- International Fundraising Congress (more than 17 masterclasses and workshops in 9 years)
- CASE (Council for Advancement and Support of Education) Europe Annual Conference (Top 10% Speaker)
- Festival Del Fundraising, Italy
- Scotland Institute of Fundraising Conference (delivered plenary address)
- Fundraising Ireland Conference (delivered plenary address)

Awards

In 2012, the Major Gifts training programme Rob Woods created and delivered to the NSPCC increased income by 29% and received a National Training Award.

FAQs

Why should charities invest precious budget in improving the skills of fundraisers?

The issues charities focus on are important, difficult and complex. Finding cures to so-far incurable diseases, caring for refugees caught in war zones, helping the vulnerable people in our communities that other sectors don't have the resources to reach.

Charities are rightly expected to have high standards and to be professional, for the sake of both beneficiaries and donors. And yet, they are also sometimes also expected to achieve these things with amateurish resources that would be unacceptable in private-sector companies.

The shareholders of commercial organisations would rightly be unimpressed if employees of those companies were given no training whatsoever. It would be obvious that this lack of training and expert guidance would hamper the company's ability to achieve its objectives.

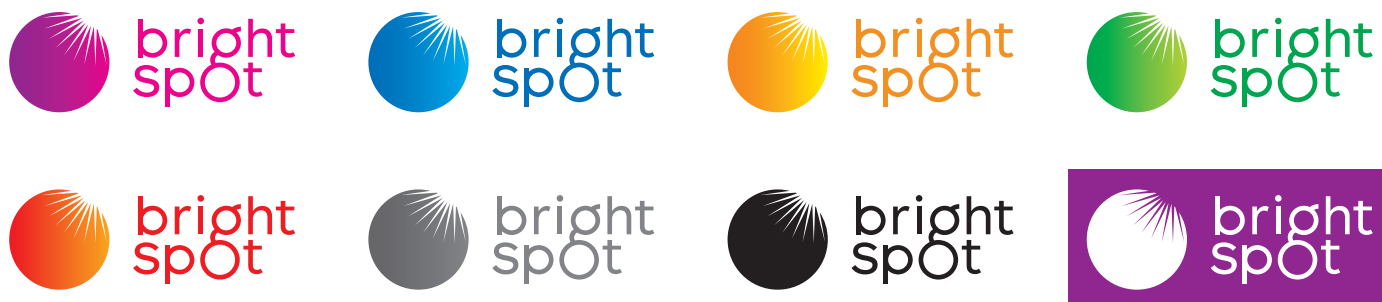
We believe that if you care about the crucial role that charities play in solving local and global problems, then you would want that charity to be in the best possible shape to build great relationships with donors for the long-term.

Doing this is far easier when fundraisers receive high quality training, coaching and support, and this is what Bright Spot is provides.

Photographs

Please email events@brightspotfundraising.co.uk to request any images. You are free to use any images supplied to you by us as long as you include the photographers credit which will be supplied when images are requested. Please also send us a link to where they are being used.

Logos



Quotes

“As in life, success in fundraising is more like a marathon than a sprint.”

Rob Woods

““In fundraising, all great progress starts with a decision.”

Rob Woods

“Don’t focus on winning partnerships or getting major gifts, focus on setting up cups of coffee [with people who might care about your cause].”

Rob Woods

“Resilience is the X factor that appears in every example of outstanding, consistent fundraising success.”

Rob Woods

“The greatest factor in our ability to influence is our state.”

Rob Woods

Client Testimonials

“What I love about Rob’s courses is they’re so practical. I’ve seen loads of monetary value come from the course including a gift of £200,000 from a trust that came about because of what we learned.”

Paul McKenzie, Director of Fundraising and Communications, Depaul UK

“I’ve found the Members’ Club incredibly helpful. For example, within 6 weeks of applying the Win That Pitch strategies, 3 of my team had won partnerships worth over £10,000.”

Dan McNally - formerly of British Heart Foundation and now Head of Hospice Fundraising at Sue Ryder

“Major Gifts Mastery helped me double the number of meetings I secure with major donors! And one of the most memorable things was going in to meet a very wealthy donor feeling much more prepared and coming away with a pledge of £25,000. I was really made up with that.”

Liz Johnson, Philanthropy Executive, The Children’s Trust

Client Testimonials

"I found this course incredibly helpful... My favourite example is a major gift of £75,000 which I secured using things I learned in the Bright Spot programme."

**Andrew McKinnon, Development Officer,
Imperial College London**

"The Corporate Mastery Programme fundamentally changed the way I approach corporate partnership fundraising... I've rolled this approach out to our whole Regional Corporate team and we've seen growth of over 60% this year."

Holly Austen Davies, Alzheimers Research UK

"I have used what I learned on the Bright Spot training day with my new team and regional income in my patch has increased by 210% in 14 months. These techniques help you get results."

**Becky Francis, Head of Regional Corporate
Partnerships, Stroke Association**

