



Marketing 101: Future Proofing Your Finances

In a changing funding landscape, building financial resilience has never been more important for Scotland's reuse organisations.

This seminar will guide you through practical, impactful ways to diversify your income through marketing best practise - from attracting new donors and supporters, to fundraising and donation strategies, helping you to communicate your value with clarity and confidence.

Wednesday 25th March 2025, 10am – 12 noon, on Zoom

PROGRAMME

- 10.00 Welcome and Introductions
- 10.05 **'20 Campaigning Tips & Tricks for Funding and Fundraising'**
Paul Saunders – Scottish Charities Marketing Consultant
- 10.25 **'Diversify your Income with Best Marketing Practice'**
Angela Stewart – ILM Highland
- 10.45 **'Brand to Conversion: Building Fundraising Campaigns That Perform'**
Chris Perry, Digital Marketing Manager & Laura Smart, Head of Communications and Marketing – Chest Heart & Stroke Scotland.
- 11.05 Comfort Break
- 11.15 **Member Storytelling Spotlight**
Mark Morgan, CEO, Stella's Voice
- 11.25 Presenters & Members Q&A
- 11.45 Opportunity for Members to Share Their Comms News
- 12.00 Seminar Closer

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