

2016 Summer School

Shaping Next Generation Social Leadership

By: CitizenGO

Sponsored by



INTRODUCTION

CitizenGO is the premier global gathering of citizens united to support the natural family, the protection of life and the promotion and protection of liberty.

This summer, CitizenGO will host their first annual Summer School in the beautiful coastal city of Malaga, Spain.

The Summer School will teach effective strategies to affirm and defend our common values of life, family, and liberty. In addition, the Leadership Institute will sponsor a full four-day seminar on fundraising, which will provide insight on effective fundraising techniques.

INTERNATIONAL SCHOOL OF FUNDRAISING

The Leadership Institute will sponsor the fundraising component of this event. Once a year, the Leadership Institute organizes the International School of Fundraising for key conservative leaders from around the world. Coinciding with the CitizenGO Summer School, held in Malaga, Spain, this week-long training gives you the chance to develop effective skills in fundraising for both candidates and causes.

Topics covered include:

- Building Strong Donor Relations
- Developing Fundraising Strategies
- Planning Effective Fundraising Events
- Understanding Online Fundraising
- Adapting Fundraising Methods for Your Home Country

In addition, you are able to network with like-minded activists from around the globe, all in the beautiful surroundings of southern Spain.

This training is the finest available anywhere in the world, taught by renowned experts in fundraising from the US, Europe, and Latin America.

The International School of Fundraising teaches you vital skills necessary to succeed financially as a political leader or as an organizational entrepreneur. It is limited to 100 participants.

The Summer School seeks to train our team of collaborators in skills and capabilities that will result in better performance in their daily work at HazteOir.org, Actual, CitizenGO, and other like-minded organizations.

Through presentations and workshops, the School will provide practical background to help the participants form a deeper criteria and better understanding of the reality of ongoing trends.

The objectives are:

- To develop a common understanding of the social and political context around our values.
- To learn by sharing best practices from around the world.
- To work together to develop an effective agenda and strategy to promote a culture of life, family, and freedom.
- To train young talent in fundraising, campaigning and social leadership skills.

Through presentations and workshops, the School will provide participants with the opportunity to learn and network in order to improve their capacity to influence the culture and the law.

The presentations, workshops, and working group discussion will take place in English.

WHEN

July 6-12, 2016

WHERE

CASA DIOCESANA – MÁLAGA

[PASAJE DE LOS ALMENDRALES, 2-4. 29013 – MÁLAGA](#)

TFNO. 952 25 06 00. FAX. 952 26 58 30

PARTICIPANTS

The CitizenGO Summer School will bring together donors, members, volunteers, advocates, politicians, political advisors, NGO leaders, opinion makers, journalists, academics, students, community activists, social leaders, and HazteOir.org and CitizenGO members and staff.

AGENDA

Day 1 – Wednesday July 6th, 2016

TIME	SESSION TOPIC	KEY LECTURE POINTS	FACULTY / SPEAKER
10:00 - 16:00	BUS MADRID (ESTACIÓN SUR DE AUTOBUSES) - MÁLAGA		
16:00 - 17:00	CHECK-IN		
17:00 - 17:30	Welcome and Introduction Logistics & Agenda	• Goals of the School • Logistical remarks • Desk contact	Álvaro Zulueta
CHAPTER 1: DEVELOPING SOCIAL ENGAGEMENT & ACTION			
17:30 - 18:15	Session 1: CitizenGO Business Case	• Main task of campaigners • Grassroot mobilization techniques • Customized FR approach for CitizenGO	Ignacio Arsuaga
18:15 - 18:30	COFFEE-BREAK		
18:30-19:15	Session 2: The social leadership funnel: Moving from campaign signers to local network leaders	• Creating virtual circles • Social Media • Mobilizations • Mass media • Local leadership • Networking • Engagement & Involvement • Volunteers management	Ignacio Arsuaga
19:15 - 20:00	Session 3: Building partnerships with 'like-hearted' NGOs: appeal to their cause, appeal to their business	• Fostering win-win relationships • Long-term partnerships • Helping others to reach their mission • Friendly fire: conflict management • Enhancing our action alerts with more emotion • Building partnerships with 'like-hearted' NGOs: appeal to their cause, appeal to their business	Gregory Mertz
20:00	DINNER		

* CitizenGO team will have one internal session about Fundraising Online, held by Ignacio Arsuaga after dinner

Day 2 – Thursday July 7th, 2016

TIME	SESSION TOPIC	KEY LECTURE POINTS	FACULTY / SPEAKER
08:00 - 08:30	MASS		Fr. Ignacio Núñez de Castro
08:30 - 09:00	BREAKFAST		
CHAPTER 2: OUR BATTLE (CAUSE) POSITION			
09:00 - 09:45	Session 4: Our values around the world: Status and evolution	• Prepare the status of battles won and lost. Geographical map of "our cause" situation. Life-Family-Liberty matrix per region/country (2015-2016)	Carlos Polo (TBC)
09:45 - 11:15	Workshop 1: Learning from experience: Sharing best practices	• Efficiency and visibility: how to built a bridge between petitions and offline activity • Feedback session • Exchange (and analysis) of Case Studies	Magdalena Korzekwa, Matteo Cattaneo and Caroline Craddock
11:15 - 11:30	COFFEE-BREAK		
CHAPTER 3: OUR MEANS AND TOOLS			
11:30 - 12:15	Session 5: Developing people and Nurturing talent	• Bringing out the best in others	Miguel Gómez de Agüero
12:15 - 13:00	Session 6: Technological strategy and new trends	• Introduction • Analytics • Growth Hacking • Engagement & Knowledge • Platform vs. Product • Viralization • Better communication	Luis Losada
13:00 - 13:45	Session 7: Protecting Life and Family in International Institutions	• How we actually did it in the last 20 years	Marianna Orlandi
13:45 - 14:45	LUNCH		
CHAPTER 4: INTERNATIONAL CONTEXT			
14:45 - 15:30	Session 8: International social & political analysis	• More generic. Keys of the current World: jihadism, future of arabic countries, status	Rodrigo Iván Cortés

		in Europe, Pope Francis, future of US (Democrats&Republicans), Spain, Latin America, leadership of Germany, refugee crisis, economical situation, the tiger Asia	
15:30 - 16:15	Session 9: The international Power Map	As much visual as possible. Who is who. Who are the lobbies and its "values" behind. Who funds them. What is the real power they have. Key persons and institutions. Prepare a ranking	Lola Velarde
16:15 - 17:00	Session 10: Direct Lobby techniques	- How to act - Tools and methodologies "Learning from them" - Lobbies offices - The counter agenda	Lola Velarde
17:00 - 20:00	CULTURAL AGENDA		
20:00	DINNER		

* CitizenGO team will have two internal sessions held by Matteo Cattaneo (18:00 - 19:00), who will speak about Marketo highlights for campaigners and how to boost your performance exploiting Marketo, and Pablo García Ocaña (19:00 - 20:00), who will speak about FR in Marketo and customized FR approach for CitizenGO.

Day 3 – Friday July 8th, 2016

TIME	SESSION TOPIC	KEY LECTURE POINTS	FACULTY / SPEAKER
08:00 - 08:30	MASSFr. Ignacio Núñez de Castro		
08:30 - 09:00	BREAKFAST		
09:00 - 09:45	Session 11: Fundraising: for what?	- Hindi language - How to move trees	Pablo García Ocaña
09:45 - 11:15	Workshop 2: Sharing experiences	Open session to share best-practices	Luis Losada
11:15 - 11:30	COFFEE-BREAK		
11:30 - 13:00	Workshop 3: Building a common agenda	Teamwork session. Brainstorming, key issues and next steps, following plan. IMPORTANT to assign one person who will make the follow up)	Stéphane Duté
13:00 - 14:00	LUNCH		
INTERNATIONAL SCHOOL OF FUNDRAISING			
14:00 - 15:00	International School of Fundraising Overview and Self-Introductions		Ron Nehring
15:00 - 15:45	Sound Principles of Fundraising		Ron Nehring
15:45 - 16:30	How Fundraising Works and Why		Stephen Clouse
16:30 - 16:45	BREAK		
16:45 - 17:30	Developing a Fundraising Strategy Based on Your Organizational Vision		Kevin Gentry
17:30 - 18:15	What's Required to Make Your Strategy Successful		Kevin Gentry
18:15 - 21:00	CULTURAL AGENDA		
21:00	DINNER		

Day 4 – Saturday July 9th, 2016

TIME	SESSION TOPIC	FACULTY / SPEAKER
08:00 - 08:30	MASS	Fr. Ignacio Núñez de Castro
08:30 - 09:00	BREAKFAST	
09:00-9:45	Developing a Finance Plan	Kevin DeWine
09:45-10:30	Finding Donors - Prospecting for First Time Givers	Stephen Clouse
10:30 - 10:45	BREAK	
10:45 - 11:30	Converting First Time Givers to Generous Annual Givers	Kevin Gentry
11:30 - 12:15	Foundation Fundraising	Justin Murff
12:15 - 13:00	Moves Strategies that Lead to Major Gifts	T.B.D.
13:00 - 14:00	LUNCH	
14:00- 14:45	Campaign Fundraising	Kevin DeWine
14:45 - 15:30	The Lifetime Value of Your Donors	Kevin Gentry
15:30 - 15:45	BREAK	
15:45 - 16:30	Case Study 2 - Fedecocagua	Italo Antoniotti
16:30 - 17:00	Storytelling in Fundraising	Stephen Clouse
17:00 - 21:00	CULTURAL AGENDA	
21:00	WELCOME DINNER AT RESTAURANTE CLUB MEDITERRANEO	

Day 5 – Sunday July 10th, 2016

TIME	SESSION TOPIC	FACULTY / SPEAKER
08:30 - 09:00	BREAKFAST	
09:00 - 10:00	Art of the Ask	Stephen Clouse
10:00 - 10:45	Building a Finance Committee	Kevin DeWine
10:45 - 11:00	BREAK	
11:00 - 11:45	Building the Right Database	Silvio Dalla Valle
11:45 - 12:45	How to Use Video for Major Gifts	Stephen Clouse
12:45 - 13:30	Establishing a Direct Marketing Program	Silvio Dalla Valle
13:30 - 14:30	LUNCH	
14:30 - 15:15	The Six Critical Elements of Fundraising	S.C. or K.G.
15:15 - 16:00	Sustained Giving Programs	Barry Aarons
16:00 - 16:45	Crowdfunding	
16:45 - 21:00	CULTURAL AGENDA	
21:00	DINNER	

Day 6 – Monday July 11th, 2016

TIME	SESSION TOPIC	FACULTY / SPEAKER
08:00 - 08:30	MASS	Fr. Ignacio Núñez de Castro
08:30 - 09:00	BREAKFAST	
09:00 - 09:45	Digital Fundraising Overview	Justin Murff
09:45 - 10:30	Social Media and Email Campaigns	Kevin DeWine
10:30 - 11:15	Case Study - RPSD	Ron Nehring
11:15 - 11:30	BREAK	
11:30 - 12:15	Fundraising Events	Kevin DeWine
12:15 - 13:00	Case Study - Fraternity	Barry Aarons
13:00 - 14:00	LUNCH	
14:00 - 14:45	Case Study – Millennials	Justin Murff
14:45 - 15:30	Direct Mail Fundraising	Silvio Dalla Valle
15:30 - 21:00	CULTURAL AGENDA	
21:00	DINNER	

Day 7 – Tuesday July 12th, 2016

TIME	SESSION TOPIC	FACULTY / SPEAKER
08:00 - 08:30	MASS	Fr. Ignacio Núñez de Castro
08:30 - 09:00	BREAKFAST	
09:00 - 10:00	Crisis Avoidance and Management	Ron Nehring
10:00 - 10:45	Group Exercise	Ron Nehring
10:45-11:00	BREAK	
11:00 - 11:45	Closing Session and Final Q&A Panel	LI Faculty
11:45 - 12:30	Graduation and Pictures	Ron Nehring
SUMMER SCHOOL CLOSURE		
12:30 - 14:30	Closing Remarks and Q&A	Alvaro Zulueta
14:30 - 15:30	LUNCH	
17:15 - 23:15	BUS MÁLAGA - MADRID (ESTACION SUR DE AUTOBUSES)	

MÁLAGA

ARRIVING IN MÁLAGA: BY AIR, RAIL AND ROAD

IMPORTANT NOTE: a Bus from Madrid to Malaga and from Malaga to Madrid will be provided for free for all attendees

1. The bus from MADRID ([ESTACIÓN SUR DE AUTOBUSES](#)) to MÁLAGA will depart on Wednesday, July 6th at 10:00.
2. The bus from MÁLAGA to MADRID ([ESTACIÓN SUR DE AUTOBUSES](#)) will depart on Tuesday, July 12th at 17:15.

Málaga city is the centre of an important communications hub, so getting there is easy, whatever means of transport you want to use.

BY AIR

The **Málaga-Costa del Sol Airport** is one of the most important in Spain and has connections to major cities worldwide. Located just eight miles from the city's Historic Quarter, it is renowned for its modern terminals and extensive shopping areas. Málaga airport receives around 13 million passengers a year, making it the gateway to Andalusia. Currently, more than 60 airlines use its facilities.

Málaga-Costa del Sol Airport: Web

BY RAIL

Málaga's María Zambrano Station is one of the most important Southern Spain railway communication hubs. In fact, Málaga is connected to Spain's major cities through the Spanish High Speed (AVE) network. Its central location and excellent communications with other forms of transport makes Málaga Station an important departure and arrival point when planning a visit to the city.

The C1 line connects the airport to the city centre and María Zambrano station (AVE network) in 15 minutes. The airport stop is at Terminal 2.

Frequency: every 20 minutes.

RENFE (National Railway Service): Web

BY ROAD

Access from the north is along the A-45 motorway (Antequera-Málaga), which links up with the A-92 motorway that crosses the Andalusian Region. The highways from the north of Spain join this motorway.

The A-45 motorway accesses Málaga in the Ciudad Jardín district and then continues to the city centre or, if you are not going to the city itself, you can take the East or West ring roads (Ronda Este or Ronda Oeste).

The A-7 motorway (Autovía del Mediterráneo), which runs along the whole of the province's coastline from Nerja to Algeciras, in the province of Cádiz, provides access to the city from any place along the coast.

PRACTICAL INFORMATION

LANGUAGE

The official language of the conference will be English. All participants need to be fluent in English to a degree that allows them to actively participate in discussions..

LETTER OF INVITATION

The Summer School organisation will be pleased to send a formal letter of invitation to candidates requesting one for visa purposes. You can apply for an invitation letter sending an e-mail to Tatiana Sofia Cincasciuc <tscincasciuc@citizengo.org>

CLIMATE

The climate is Subtropical Mediterranean with very mild winters and hot summers. Málaga enjoys plenty of sunshine throughout the year, with an average of about 300 days of sunshine and only about 50 days with precipitation annually. In July, the daytime temperature range is 20-30°C.

CURRENCY

The currency used in Spain is Euro (€). This means that a person from any of the countries of the European Union could now travel into Spain without worrying about currency exchange.

ELECTRICITY

Voltage is 220V, 50 Hz (cycles). The electric plug has two round pins. Adapters can be purchased in the airports and electrical shops.

LOCAL TIME

Peninsular Spain uses Central European Time (UTC+01:00) and Central European Summer Time (UTC+02:00). Daylight saving time is observed from the last Sunday in March (01:00 UTC) to the last Sunday in October (01:00 UTC) throughout Spain.

TRAVEL INSURANCE

Please make sure that you have a valid travel insurance to cover your time in the country.

The Organisers will not be held liable for illness, accidents or thefts suffered by participants or accompanying persons during the Summer School or their stay in Spain before or after the event.

EMERGENCY PHONE NUMBERS

112 – European Emergency Number

091- Police

061 – Health emergencies

Summer School Office (Tatiana Cincasciuc): +34.672.377.436

Summer School Director (Álvaro Zulueta): +34.671.580.500

CULTURAL PROGRAM

Day 2 – Thursday July 7th, 2016

17:00 - 20:00	Beach
---------------	-------

Day 3 – Friday July 8th, 2016

18:15 - 21:00	Beach
---------------	-------

Day 4 – Saturday July 9th, 2016

17:00 - 21:00	City Center Sightseeing Tour (visiting the Alcazaba) + Welcome dinner
---------------	---

Day 5 – Sunday July 10th, 2016

16:45 - 21:00	City Center Sightseeing Tour (visiting the Cathedral)
---------------	---

Day 6 – Monday July 11th, 2016

15:30 - 21:00	Free time
---------------	-----------

REGISTRATION

How to register?

<https://citizengosummerschool.eventbrite.com>

Deadline for application is June 20, 2016.

The selection process will be concluded and you will be notified about your admission by June 20.

After your admission is accepted you will receive the link to proceed with your registration.

Fee

Individual participation fee: **300€**

This includes 6 nights accommodation in triple, double or single rooms, all meals, lectures and all conference material.

The fee does not include any other expenses like: travel costs to/ from Malaga and transfers to/from the airports. Please note: a transfer by bus Madrid-Malaga (July 6th) and Malaga-Madrid (July 12th) will be provide for free for attendees.

If the participation fee is an obstacle for your participation, you may contact us. Tatiana Sofia Cincasciuc <tscincasciuc@citizengo.org>

If you have any questions during the registration process, please call us at +34.672.377.436

Please be sure to register early, we do anticipate this event selling out quickly.