



# Smee & Ford Masterclasses

## Extend your reach and build your brand in the legacy giving sector.

**With reach to over 8,000 legacy administration and legacy fundraising professionals across the UK, Smee & Ford is uniquely placed as a trusted and credible partner to help meet your marketing goals.**

Partnering with us to host a 1-hour virtual Masterclass is your opportunity to deliver timely and relevant content to a busy, time-poor community who seek continuous education and learning.

With a strong track record in delivering attendance and high-quality leads, a Masterclass can help you:



**Raise** your business profile with new and existing partners from the charity sector



**Build** your position as a thought leader in legacy giving



**Connect** and engage directly with senior legacy professionals



**Showcase** and target your business solution to a focused audience

### What kind of Masterclass will you host?

#### Explain



Support the continued education of the sector at all levels – from charity leaders looking to set up a legacy team, through to professionals requiring in-depth learning to optimise their role. **Present a 'how to' guide on a fundamental topic and build your brand as a trusted source of knowledge, support and advice.**

#### Inspire



Help senior charity professionals discover the ideas that will help them advance their legacy giving income stream. Whether that's through trends analysis, new strategies for growth, or leadership inspiration – **host a fireside chat to build a focused and personal connection with your target audience.**

#### Inform



Provide clarity, focus and guidance on the latest complex challenges affecting legacy teams, including regulatory, environmental and behavioural changes. **Design an interactive and discussion-based session to help today's legacy professional continually adapt and innovate.**

#### Explore



Offer timely solutions to charities as they seek innovation and efficiency to do more with less, whilst providing an exceptional experience. **Directly engage with your charity audience and demonstrate how your product or service offering can help meet today's challenges.**

Masterclasses cost £10,000 however discounts can be found when booking multiple or as a series. To find out more please get in touch with **Hanan Keswani:**  
[hanan.keswani@wilmingtonhealthcare.com](mailto:hanan.keswani@wilmingtonhealthcare.com) | M: +44 (0) 7825 529547

## What you can expect

- 1** Our expert team will advise you on content that is well aligned to the learning needs of your target audience, helping you to **amplify messages and optimise the impact** of your Masterclass.
- 2** We will work with you to confirm speakers for your Masterclass and **design an engaging 1-hour programme**.
- 3** All Masterclass **registrations sign-up under legitimate interest** and agree to have their details shared with you.
- 4** Content made available **on-demand for 6 months** after the Masterclass delivery date, with the opportunity for continued lead generation.
- 5** A **4-week marketing campaign** promoting your Masterclass to your target audience profile, including web listing and promotion on the Smee & Ford website, emails and Social Media activity.
- 6** **Collaboration on a 500-word blog post** sharing key messages and takeaways from the Masterclass posted on the Smee & Ford website.



**Subscribers**  
**1,500+**



**Prospect data**  
**8,000+**

## Smee & Ford's past webinars

Since 2020, we've organised and hosted 16 webinars for the charity sector, each attracting highly engaged audiences and excellent post-event feedback



**Average registrations p/webinar**  
**285**



**Average conversion to live attendance**  
**51.6%**

**Mind the Age Gap: Legacy Fundraising Strategies for Different Age Groups**



**Mixing Legacy Fundraising with Dogs, Cats and TV Shows**



To find out how your company can benefit from these masterclasses, contact us today:



**Hanan Keswani**  
Business Development Manager  
[Hanan.Keswani@wilmingtonplc.com](mailto:Hanan.Keswani@wilmingtonplc.com)  
Telephone: 07825 529 547