

First International Fund Raising Master's Programme in Europe since 1999, XXIII Edition-I English Edition.

**Project Work, Case  
Studies, On the job  
Training & Career  
Development Plan**



**Internships  
all over Europe,  
Alumni Network**

One year post-graduate Master's Programme

# FUNDRAISING, SOCIAL BUSINESS EU FUNDS & PROJECT MANAGEMENT

FOR INTERNATIONAL COOPERATION AND COMMUNITY DEVELOPMENT

**12 months, 'blended' solution: e-learning platform  
and 9 integrated classroom-based Workshops in:**

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Third Sector Managers' Network  
for Social Innovation



European Association of the  
Non Profit Managers and  
Leaders.



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Idee in Rete  
Social Enterprises  
Network

European Managers Network



AUTONOMOUS UNIVERSITY OF  
BARCELONA, IUEE-Institute of  
European Studies-specialized in  
European Policy, Programmes and  
Funds.



More than 500 different organisations offer lecturers, presentations and internships to our students, just to name few:

**FAIRTRADE, SAVE THE CHILDREN, WWF, EMERGENCY, GREENPEACE, AMNESTY INTERNATIONAL, OXFAM,  
FAIR TRADE, MSF, AMREF, UNICEF, I.L.O, UNDP, ACTION AID, LIBERA, PETER PAN, AIDOS, TELETHON,  
CESVI, UCODEP, KINGSTON SMITH..... and many others**

First Fund Raising Master in Europe since 1999, XXIII Edition- I English edition

**FUNDRAISING, SOCIAL BUSINESS, EU FUNDS & PROJECT MANAGEMENT FOR INTERNATIONAL COOPERATION AND COMMUNITY DEVELOPMENT**

New approaches, strategies and techniques in international cooperation -from 'helps' to 'development'- by means of project management and the Yunus' 'social business' model.

As the new way of thinking your training & development, FRAME is the first European Platform for social management & professional development.



*'FRAME works because it is built by fundraisers for fundraisers - people who have walked the territory and know it inside out. Add a little international flavour and you have an unbeatable combination - a perspective on international fundraising that no other masters programme can offer'.*  
**Isabel White, London-Senior Fund Raiser, founder of 'Influential List' and Master's Director.**

*'Frame works because it brings together experienced practitioners and those who are new to the voluntary sector, to share skills, knowledge and experience. Frame encourages the development of best practice, and a strong third sector across Europe and beyond.'*

**Sian Mexom, London- Freelance Fundraising Consultant- Director of Development at Marine Society and Sea Cadets.**



*Frame works because it is a unique opportunity for learners across Europe to train together and share experiences, knowledge and technical expertise to strengthen and grow the not for profit sector and social businesses. It provides high quality training in the tools, methods and theories that shape the not for profit sector. Taught by experienced industry practitioners, the students benefit from master-classes of the highest quality that equip them for the increasingly competitive third sector job market.*

**Tenika Ah Wan, Deputy Director Fundraising and Management at Kingston Smith, London**

*FRAME works ... because it offers an innovative path, studied for fundraisers of the new century, made of research, shared information and workshops run by lecturers who are professionals and experts of the sector".*

**Raffaele Coruzzi, Web Manager at UNICEF, Rome**



Doing well by doing good.." Third Sector's real hard work is to improve lives not to create them. Nature is in charge with this. But to improve our lives and the world we live in we have to develop ourselves. This is what FRAME does". **Gianpaolo Montini, Director Peter Pan Association, Rome**



*FRAME works ... because it is the european 'Social MBA' the first in Europe since 1999, aimed to promote talents and results in social management.*

*Frame works because founded on a 'result based management' approach...*

*We help professionals and organizations to be driven by the evaluation of the effective results not only by 'good will's'.*

**Marco Crescenzi, Rome/London-Frame Founder and TSM President:**

**Maria Giovanna Lai, Barcelona- Master's Coordinator and NGO's President.**

**'Frame Works.. because of the lecturers- Senior Managers and Leaders from the Third Sector, the Internships all over Europe in the best NGOs, the Project Work, the final Career Development Plan the Alumni Association- and thanks to our passion and your talent!**



**Join us! Work with Frame!**



90% employed!

## A warm welcome from our students!

*“Master allowed me to follow my dream, to give it life by adding the missing ingredients: a bit of theory, techniques and chilli - I mean, motivation! All this was given to me by the wonderful people I was lucky enough to meet... a group of true dreamers but with very clear and well defined competencies and goals!*

*The great thing about an ethical career is that every day you feel that you're not working just for yourself, your family, but also for your friends, the friends of your friends, the friends of your friend's friends...because you're trying to make the world a better place, with more rights and more opportunities for everybody!”*

Laura Bonomi, Amnesty International, Rome

*“During the Master I realised that it is not enough to ‘have a dream’: the dream of working in non-profit organisations. It takes plenty of technical knowledge, a lot of strain to work, lots of bravery, the courage to implement new ideas and last but not least to study as much as possible to become an Social Changes Actor. But I was not scared of all these things and here I am at a few months distance from graduating The Euro-project manager Master and I have the chance to work on a project next to a wonderful group of Social Changes Actors.*

*ASVI -Third Sector guided me on this track giving me the opportunity to apply the theoretic knowledge in practice at the same time being supervised by the highest trained teachers. By the time I finish The Master the key of success will be by my side.”*

Ramona Paraiala, Professional, Romania

*“The Master’s course was a very important step towards the path of professionalization, which is crucial for anyone who wants to succeed in a highly competitive and multi-faceted field as the one of international co-operation. Through my experience at ASVI-Third Sector I had the chance to relate with lecturers and colleagues with incredibly diverse backgrounds and different managerial experiences that have been an inspiration for developing skills, easily transferable, essential to create an impact in any field.”*

Samr Al Aflak, Third Sector Management, London, UK

*“They were months in which many things came to the surface: personal efforts, limits, dreams, not to forget fears and weaknesses.*

*I was “forced” to divert everything into what turned out to be this past year of my life. I made choices I would never have made, understood the importance of sharing and the idea of being part of a whole.”*

Elisa Pellè, Save the Children, Rome

*“I decided to take the Master as I wanted to work in the Non Profit sector and having just moved to Italy I needed some training in the field. Coming from England this seemed like a good choice compared to other master courses as it takes 1 year to complete whilst others at times only three months. Throughout the year I learnt more about how the Sector works and its very particular characteristics. I also had the pleasure of meeting some fantastic people on the course with similar interests and worked on a ‘project’ with a very passionate group of like minded individuals. I am currently completing an internship with the organisation of my choice which is very rewarding.”*

Wendy Jane Carrell, Oxfam Italia

# A warm welcome from our President!



## Rebuilding the Future

As Nelson Mandela once said: *“Education and training are the most potent arms to change the world.”* In the light of this affirmation, our concept of “social transformation” should be pretty clear.

Mohammad Yunus said *‘Social business is the best way to eradicate poverty’*, and we really believe and teach it since 1998.

After the industrial economy, and the post-industrial economy, the real challenge is to reinforce the civil economy - in Italy and in developing countries - it already exists, operates and produces but needs effective managers.

Our mission is to prepare you to the highest standards, so you can achieve this. A mission of which we are proud because it has already helped to create a sizeable community of workers who today are Managers in the Italian Not for Profit sector, with ever increasing responsibilities, for them but at the same time, also for us.

It's important to be clear right from the start, we are looking for a certain type of person, working in the Not for Profit sector is not a job for just anybody. We need people with a dream and a very positive edge, whilst at the same time they must be both tenacious and concrete in their actions and ideas. We are looking for people who are ready to give before taking and ready to adapt to a very humble reality, whilst always striving for their very best, busy with trying to change the world.

## Seeking top quality individuals

Quality walks on two sturdy legs: passion and competence. We supply the latter, all encompassing and more than sufficient to help you become true professionals. However, it's up to you to supply the passion, if you have a dream, if you've got a positive attitude and if you are tenacious, and I mean tenacious, not patient.

It would be childish to expect an easy ride: starting with an *“internship with Save the Children!”* - They receive thousands of applications - or expecting that you will just bump into the job of a live-time straight after your graduation.

The reality is, in the words of a past student, that you need to “try and try and try again”.

Many of you will have great degrees and will have already completed many courses, but won't have received even one response upon receipt of your CV from the organizations working in the sector. It is also for this that you are here, and it is the most rational choice you could have made, trusting in the European Leader in the sector. But all the great things that you will achieve, a few years down the line upon completion of the Master, must be built up by you, with great tenacity and humility.

## Above all be positive

I ask you: If you are not positive, but doubtful, distrusting, with little energy, how can you change the situations, create development, mobilize and convince others??

Thus, before the admission interview, ask yourself: Do I still have a dream? Am I a positive person, who truly believes in change? Am I determined, tenacious?

If you answer yes, then we are here to give you the maximum return on the investment you are about to make in yourself.

If you answer yes then you're in the great company of many others, who just like you, have said to themselves “I want to work for something which is truly worth something, I want to make the difference, I want to...change the world”.

It's true, believing you can change the world is crazy, but not wanting to change it is just as crazy! We, at least, when faced with choosing between creative craziness and absurd craziness, would choose the prior, rich with meaning and value.

Get ready, Join us!

**Marco Crescenzi**  
President Third Sector Management and ASVI Founder  
Coordinator SIN -Social Innovation Network  
(Third Sector's Leaders Italian network)

# FRAME ... explained by our students!

## Why did we choose to become Fundraisers?

Probably you're already aware that the Not for Profit sector desperately needs professional fundraisers and the demand is much larger than the supply, especially now that we are still facing the economic crisis.

This is because:

1. There has been a serious cut to national public funds, the traditional financial source for many organizations;
2. Many organizations are becoming increasingly autonomous from the public sphere so as to be able to act more freely in face of the dramatic social situation;
3. The global situation desperately needs increased professionalism: the need for complex profiles has increased, there is ever more the need to know how to Campaign, Advocate and increasingly, build effective relationships with "for Profit" companies;
4. Well prepared Fundraisers are a rarity: many courses, of dubious quality, have appeared which simply don't supply the necessary training to be considered a true professional.

This is why the demand for such a profile is the highest in the sector, and the post-Master employment percentage is high, six months - a year, within which obviously you need to get your hands dirty and try and try again!

## Why did we choose it?

Did you know that the Master in Fundraising is the first ever in the sector? it's been around since 1999.

## Have you 'got' it?

In just a few words: if we give our best, we 'leave' with a profession that can be practiced all around the world, we are able to promote and raise funds for social campaigns and organizations. We have Lecturers of International standard, high quality internships, a large post-diploma professional network and international experience. Part of the course is run in London (a week in total), the European heart of fundraising. In Italy and Spain, the relationship with the Associations of Fundraisers and SIN - The Network of Italian Not for Profit Managers ensures that the Master takes into account the needs of the organizations and the 'real' requests of the market.

At a European level the Master is supported by Euclid Network, the European network which represents Non Profit Leaders, also at the level of the European Union, and has excellent Non Profit partners such as the management centre of London and ACEVO.

## Results

**Did you know that we are the main “producer” of Fundraisers in Europe?**

In the end we work for national and international NGO's, for associations, foundations and social cooperatives. Many of us work in prestigious organizations in directive positions (i.e. in Save The Children, MSF, Greenpeace....)

### **It's a serious commitment, and it's our challenge!**

Obviously we study too! At least 10 hours a week, when is up to you, thanks to the e-learning approach. One of the first things we learn is how effective we can be if we are prepared, and that we can really make a difference.

The method is based on internationally proven models. It is based on strategies, techniques and “professional tools”. You leave “knowing how” to do what counts so as to grow and be able to build on the solid foundations you are given throughout the course.

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# Master FRAME The Programme

Each Module is divided into two parts, an introductory e-learning unit (incl. obligatory and optional reading, videos, links and a bibliography) and a Workshop. For each workshop you will be expected to complete exercises either during or after the Workshop.

**Welcome...! Let the journey begin!**

*(NB programme is subject to change)*

## MODULE 1

### WELCOME- INTRODUCTION TO THE THIRD SECTOR

- Introduction
- Non Profit Scenario - generality on laws and regulations - UK, Spain, Italy
- Institutional and legal frameworks
- European Trends and Challenges

**WORKSHOP 1. Rome 21<sup>st</sup> January - 1 day**

#### **WELCOME -THIRD SECTOR IN EUROPE, MISSION, BEST PRACTICES AND TRENDS**

Marco Crescenzi, Maria Giovanna Lai, Isabel White

- Welcome, *special greetings from Rocio Requena dies de Revenga, TSM co-Founder*
- Staff presentation & Student presentation
- Frame Presentation

## MODULE 2 - online

### MANAGEMENT AND ORGANISATION

- Introduction
- Time Management
- Managing meetings successfully
- Conflict Management and Negotiation
- Stress Management

**WORKSHOP 2. Rome 22/23 January - 2 days**

#### **WORKING SMARTER-GETTING THE MOST FROM YOURSELF & YOUR TEAM**

Focus, simulations and exercises on Time Management, managing meetings, Conflict Management and Negotiation, Stress Management.

- Best Practices from Italy: meeting some of the Italian best managers...

### MODULE 3 - online

## THE SOCIAL BUSINESS: STRATEGIES OF FUNDING AND DEVELOPMENT.

- Introduction
- Strategic Planning
- Project Financing
- Social Business Plans
- Social Enterprising, Social Business and strategies of

### **WORKSHOP 3. London 11/12/13 February 2011 - 2 ½ days MANAGING SOCIAL BUSINESS TO PRODUCE REAL SOCIAL CHANGE**

(Isabel White, Marco Crescenzi, Filippo Addarii, SEC)

- Introduction (*special greetings from Samr Al Aflak, TSM co-Founder*)
- Trasparency, Accountability, Stakeholders Mapping, Performance Management
- How to create a good Strategic Planning for a non profit organization
- The Social Business Plan in Yunus guidelines
- Result Based Management
- Project Financing : creating the funding mix
- Social Enterprising and strategies of development
- Strategic Fund Raising - the Fund Raising Planning
- Best Practices from UK: case studies and meeting UK managers

### MODULE 4 - online

## EU-INTERNATIONAL PROGRAMMES AND FUNDS

- Introduction and Guidelines
- Public and European Policies & Funds-Young Programme
- Information
- Transnational Partnerships
- Evaluation
- Programmes

### **WORKSHOP 4. Brussels 18/19/20 March 2011 - 2 ½ days ENGAGING WITH EU-INTERNATIONAL AND GOVERNMENTAL INSITUTIONS, PROGRAMMES & FUNDS.**

- EU Institutions: mapping and engaging
- Accessing EU Funds: programmes, sources of information, key words
- How to present a Project: formal and informal issues.
- EuroProject Management vs Fund Raising Management
- Project management: the 'logical framework'
- Project Evaluation: thinking 'by results'
- Transnational Partnership: how to find and organize a winning EU partnership
- The project 'check list'-ex ante evaluation
- Economics and financial aspects in the EU projects
- How to avoid troubles and mistakes

## **MODULE 5 - online COMMUNICATION, CAMPAIGNING & ADVOCACY, PARTNERSHIP MANAGEMENT WEB MARKETING AND FUNDRAISING ON LINE.**

- Introduction
- Planning Communication and involving people.
- Lets Campaign! Organizing Campaigns, Lobbying and Advocacy
- Web Marketing Management: an affordable key of success.
- Introduction and CSR trends
- Partnerships within the Third Sector: it should be easy but..
- Partnerships with the Public Sector: setting at the tables.
- Partnerships with Companies- breaking the wall!
- How to organize and do an efficacy networking
- Best Practices from Spain: meeting Spanish Managers

### **WORKSHOP 5 Barcelona, 26/27/28/29 May 2011 - 3 ½ days STRONGER TOGHETER! WORKING EFFECTIVELY IN PARTNERSHIP, WEB AND SOCIAL MEDIA**

- Never alone: Partnership & development
- Communications planning and people involvement. Strategies and techniques.
- Story telling management
- Using Celebrities to Maximise your Organisation's success
- Press Releases; setting up a Communication Office.
- Campaigning and social/political activism
- Web marketing management: building a 'killer - social web site'
- Social networks, Activism and Web Marketing: Blogs, facebook, Twitter, LinkedIn
- Best Practices. Obama, Move On, Tea Party, Beppe Grillo: the keys of success.
- Fund Raising in Spain: meeting Spanish managers and fund raisers

## **MODULE 6 - online FUNDRAISING STRATEGIES AND PLANNING**

- Introduction
- Fundraising Strategies
- Community Fundraising
- Corporate Fundraising
- Fundraising start up: first steps

**WORKSHOP 6 London**  
(see next page)

**WORKSHOP 6. London, 06/07/08 July 2011 - 2 ½ days**  
**HOW TO FUNDRAISE WITH COMMUNITIES, COMPANIES, FOUNDATIONS AND PEOPLE? NEW TRENDS, STRATEGIES AND TECHNIQUES.**

- Introduction
- Re-thinking Fundraising Strategies 2011-2020. What's new?
- How to start and develop communities through Community Fundraising & social business?
- Corporate Fundraising: *how to get the money from Bill Gates, Banks, Corporations and Foundations?*
- Fundraising start up: first steps (...for dummies)
- Stories and successful case studies
- Best Practices from the UK: meeting English Managers

**MODULE 7 - online**  
**FUNDRAISING TECHNIQUES I - HOW TO BE: INFLUENTIAL, PRESENT YOURSELF AND THE PROJECTS SUCCESSFULLY**

- Introduction
- Writing
- Speaking
- Story telling
- Motivating, organizing and involving people

**WORKSHOP 7. - London, 08/09/10 July 2011 - 2 ½ days**  
**INCREASING YOUR CHARISMA & DELIVERING DIFFICULT MESSAGES**

How to feel influential? Self Confidence, belief system, assertiveness: we have the power.

Self management:- 'The anchors' methods

How to be influential: introduction.

Basis of Public Speaking- modeling, exercises

Basis of 'good writing: models, exercises

Presenting yourself, missions and projects to donors, clients, partners (speaking and writing)

**APPROACHING THE INTERSHIPS ...are you ready to this... stage?**

The staff will explain the internship procedure and how to deal in the best way with this opportunity

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## **MODULE 8 - online FUNDRAISING TECHNIQUES II**

- Introduction
- Direct Mailing
- Evaluating results
- Events
- Fund Raising in Italy, Spain and the UK.

**WORKSHOP 8. Rome, 04/05/06 November 2011 - 2 ½ days  
HOW TO ORGANIZE FUNDRAISING EVENTS, DATA BASE AND DIRECT MAILING? HOW TO EVALUATE THE FUND RAISING ROI AND RESULTS?**

- Marketing and Fund Raising
- Perspectives of the Direct Mailing
- Data base management
- Evaluating results: Fund Raising ROI
- Fund Raising & Events
- Fund Raising in Italy, Spain and the UK.
- Exercises

## **MODULE 9 READY TO MAKE THE DIFFERENCE?**

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**WORKSHOP 9. Rome, 02/03/04 December 2011 - 2 ½ days  
YES, READY TO MAKE THE DIFFERENCE!  
NEVER ALONE: PRESENTATION OF SIN-SOCIAL INNOVATION NETWORK  
& ALUMNII'S ASSOCIATION.**

### **FINAL EXAM**

- Project work presentation - in group- Career plan presentation Stage Evaluation

 <b>ABSTRACT Workshops</b>	City Tour and social programme	
Workshop 1 and 2  1. Welcome -Third Sector In Europe, Mission, Best Practices and Trends 2. Working Smarter-Getting The Most From You & Your Team	Rome	21/22/23 January 2011
<b>Workshop 3</b>  <b>Managing Social Business To Produce Real Social Change</b>	London	11/12/13 February
<b>Workshop 4</b>  <b>Engaging With Eu-International and Governmental insitutions, Programmes &amp; Funds.</b>	Brussels	18/19/20 March
<b>Workshop 5</b>  <b>Stronger Togheter! Working Effectively In Partnership, Web and with Social Media</b>	Barcelona	26/27/28/29 May
<b>Workshop 6 and 7</b>  1. How To Fundraise With Communities, Companies, Foundations And People? New Trends, Strategies And Tecniques  2. Increasing Your Charisma & Delivering Difficult Messages	London	6/7/8/9/10 July
<b>Workshop 8</b>  <b>How To Organize Fundraising Events, Data Base and Direct Mailing? How To Evaluate The Fund Raising ROI And Results?</b>	Rome	04/05/06 November
<b>Workshop 9</b>  <b>Yes, Ready To Make The Difference Togheter! Never Alone: presentation of SIN-Social Innovation Network &amp; Alumnii's Association.</b>	Rome	02/03/04 December 2011

## Method

### The Project Work

Together, in a group of between 4-5 students, you create and build a **project/campaign** using the skills learned. Everybody contributes, working both in the classroom and online. Finally this is presented as part of the final exam.

### The Workshops are the skeleton

**Exciting laboratories** in which you put to practice what you learn, implement the Project Work, work with the best European lecturers, test yourselves, even on the most personal level (public speaking, communication skills, emotional management, assertiveness and persuasion).

### The online platform is our “tailor”

This is your ‘weekly’ working environment; the suite you are sewing bit by bit will eventually give life to a “well dressed” professional.

### The professional tools

These are your pacific but ‘dangerous’ arms, the instruments with which you can be most effective to produce social change

### The internship

To be completed during the Master, between the 8<sup>th</sup> and the 12<sup>th</sup> month. It’s the ‘gym’ in which you put to practice what you are.

### The post-degree -Alumni Network: SIN-Social Innovation Network

This allows you to be “the centre of attention” of civil society, connecting with the best European directors, managers and colleagues of the sector. You will be in the midst of a flow of information, great opportunities and access to exclusive services (vacancy alerts, access to our database of members, exclusive opportunities of networking with directors from the sector, access to strategic international trend reports).



The ‘**Third Sector Social Innovation Network**’ is a great opportunity for you in terms of: networking, professional help, upgrading your skills in a life-long learning network that you will be able to join after the programme. So FRAME.. never ends.

Well, friends, or should we say “colleagues to be” (that depends only on you); it’s an honour to be accepted, an unforgettable experience. We always give 100%. And you can really see the results. So...don’t miss out!

# Conditions

Special Grants and Prices for students from Afrika, Asia, South America, Est Europe

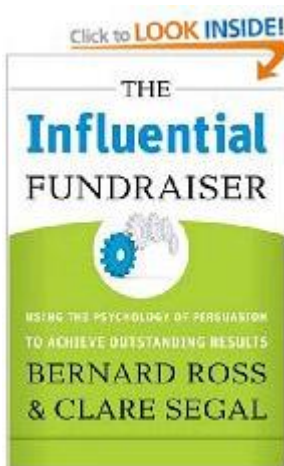
<b>Registration opens:</b>	5 <sup>th</sup> July 2010
<b>Interviews begin:</b>	12 <sup>th</sup> July 2010
<b>Pre-registration deadline (Discount 15%):</b>	15 <sup>th</sup> October
<b>Registration deadline:</b>	31 <sup>th</sup> December 2010
<b>Master start date (on-line since)</b>	07 <sup>h</sup> December 2010
<b>1<sup>st</sup> class-room encounter:</b>	21 <sup>th</sup> -23 <sup>th</sup> January 2011 Rome
<b>Last Class-Room encounter</b>	2 <sup>nd</sup> -4 <sup>th</sup> December 2011 Rome
<b>Duration:</b>	12 months
<b>Average hours of study:</b>	10 hours weekly
<b>Classroom appointments</b>	9 workshop during the Week end - 4 in Rome; 3 in London; 1 in Barcelona; 1 in Brussels. Grouped together so you only have to travel 7 rather than 9 times.
<b>Internship/Stage:</b> (for a duration of 2 months to be completed during course of Master.	Europe-wide. Whilst not obligatory it is strongly advised. Arranged according to personal preferences.
<b>Max number of students</b>	25
<b>Cost: 3.900/4900/6900</b>	<b>3900</b> Euros (Africa/South America/Asia/Est Europe); <b>4900</b> Euros (West Europe: under 30s & Non Profit workers/Volunteers); <b>6900</b> (WE-Others).Of which:€500 registration fee, the rest in 8/12 instalments (+VAT 17,5%)
<b>Pre-registration discount 15%</b> <b>Cash Discount 10%</b> <b>Study Grants 2000 Euros</b>	5 study grants at €2.000 Euros

Together with **BNL-Paribas**, we help our students' career thanks to the 'Third Sector Young Leaders Fund'- more than 300.000 Euros per year - composed by the 'Microfinance Guarantee Fund' (100.000 Euros), the 'Study Grant Fund' (80.000 Euros) and the 'Not for-Profit Instalment Fund' (120.000 Euros without interest). The Funds are available for poor students, disadvantaged people, students from Africa, South America and Asia, Third Sector workers and volunteers'.

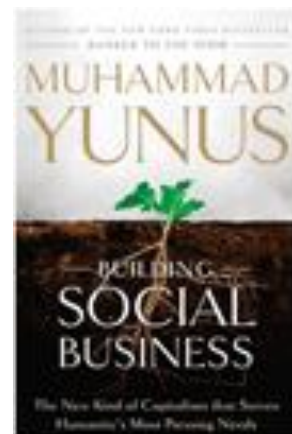
## DISCOUNTS

- 15% Pre-registration discount
- 10% discount for single solution payment.
- Multiple registrations: if more than one person registers from the same Non Profit organization further discounts are available.

## STUDY MATERIAL



**THE INFLUENTIAL FUND RAISER'**  
Bernard Ross, 2009.



**BUILDING SOCIAL-BUSINESS.** The-New Kind of Capitalism that Serves Humanitys Most-Pressing Needs. Mohammad Yunus, 2010.

## CAREER GUIDANCE

A career guidance interview is foreseen prior to registration for one of our Master courses, during which we work on your personal career plan that will be completed by the end of the Master. The didactic team offers support for the personal and managerial development of each student via specialized exercises and the assistance of a virtual personal tutor.

## THE CLASSES

TSM Master Programmes have limited places available. So as to guarantee the utmost quality assistance and the best internships we work with a maximum of 30 students.

## ACCESSING OUR MASTER PROGRAMMES

You can access the TSM network and its Masters programmes by applying for admission.

The selection process involves an interview, either via Skype, telephone or in person at our head office in Rome.

In case of rejection due to a lack of spaces, you can be given priority in the waiting list for the following edition.

Due to the international essence of the programme, the methods followed and the possibility to both study and complete an internship abroad, as well as the possibility to join global networks and be taught by international lecturers we strongly recommend a good level of English, both written and spoken. The minimum level of English required is B1, Intermediate Level.

## LECTURERS

### Campaigning and lobbying

**Davide Cavazza** - Unicef Italy

**Farida Chapman** - Oxfam

**Natalia Lupi** - Aidos Italy

### Communication

**Arianne Arpa** - Intermoon Oxfam ES

**Marco Piazza** - Telethon Foundation

**Bernard Ross** - Director Management Centre, London

**Tenika Ah-Wan** - Deputy Director Fundraising and Management at Kingston Smith, London

### Fundraising

**Tenika Ah-Wan** - Deputy Director Fundraising and Management

**Carla Cardelli** - Libera

**Valeria Combattente** - Save the Children

**Siân Mexsom** - Freelance Fundraising Consultant- Director of Development at Marine Society and Sea Cadets.

**Giancarla Pancione** - Save the Children

**Kathy Roddy** - Kathy Research and Consultancy

**Bernard Ross** - Management Centre London

**Isabel White** - Advice2go, The Influential List

**Richard Valls** - Associaciòn de profesionales del fundraising España

**Francesca Zagni** - ASSIF-Associazione Italiana Fund Raisers

### Management

**Marco Crescenzi** - Third Sector Management

**Luigi Zampi** - Infinity Italy

**Chrisitan Dama** - ASVI

### Strategic Planning, Result Based Management, Marketing, Project Financing

**Marco Crescenzi** - Third Sector Management

**Kathy Roddy** - Kathy research and Consultancy

**Federico Marcon** - Don Gnocchi Foundation-NGO Activities' Director

### Web-marketing & Activism

**Raffaele Coruzzi** - Unicef Italy

### Partnerships and Management

**Elisabetta Briguglio** - Partnership Manager ASVI

**Samr al Aflak** - Third Sector Management-

### EU Funds, Policy, Programmes and Projects.

**Filippo Addarii** - Euclid Network

**Marco Traversi** - Project Ahead

**Federica Arcieri** - EU Consultant

**Docenti IUEE**- Institute Universitari D'Estudios Europeos- Barcelona University

Plus... 'Special Guests' : meeting with some of the best European Third Sector's Managers and Professionals. 'Case studies' visits to successful NGOs in Italy, Spain, UK.

**FRAME** International Master

## **STAFF** (waiting for you!)

### **Master's Directors**

Isabel White (Londra), Marco Crescenzi (London, Rome)

### **Master's Coordinator**

Maria Giovanna Lai (Barcellona) mariagiovanna @thirdsectormanagement.eu

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## **Third Sector Management- FRAME International Scientific Committee**

### **Mission of the Committee**

TSM/ASVI Committee is a European 'think tank' focused on 'Third Sector Social Innovation for Civil Economy & Employment'. It develops and implements researches on the excellences to create the 'Social Innovation for Civil Economy Review' involving FRAME students and organizing European Conferences on this Issue. The first successful meeting was held in Barcelona on 22nd July 2010.

### **Members**

Ricard Valls (Associación de Profesionales del Fundraising España, Antares Consulting)

Marisa Gomez Crespo (Director NGO's platform for the social action, ES)

Francesco Petrelli (Presidente Associazione ONG Italiane, IT)

Kathy Roddy (Fund Raising Research and Consultancy, UK)

Carlos Martin (IUÉE, Institut Universitari Estudis Europeus, Universidad Autonoma de Barcelona, ES)

Alessandro Hinna (Università di Roma-Tor Vergata)

Beatriz Sanz Corella Via (Plataforma de Innovación Social de Catalunya, ES)

Pau Vidal, (Director Observator del Tercer Sector de Catalunya, ES)

Maria Iglesias (ESADE - Instituto de Innovación Social, Author of 'Third Sector's White Paper')

Samr Al Aflak (Third Sector Management, Partnership Manager, UK)

Marco Traversi (EuclidNetwork- Third Sector Leaders' European Network Board Member)

Marco Crescenzi (TSM & ASVI President, Coordinator Leader2Leader)

Maria Giovanna Lai (IUÉE Barcelona, ES & TSM-FRAME Coordinator)

Massimo Coen Cagli (Scuola di Fund Raising di Roma, IT)

Gianfranco Marocchi (Consorzio Nazionale Idee in Rete Social Enterprises, IT)

Valerio Balzini (Presidente Federsolidarietà Liguria, IT)

And after hard days of workshops... Lets visit together London, Barcelona, Brussels, Rome!

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