

CV of Chris Stoddard

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Education: Batchelor of Law; Bar Final Exams, Life Member of Lincoln's Inn.

Employment:

1974 – 76 Lecturer in Law

1976- 78 Writer/researcher, business law publication

1978 – 1983 Founded, developed and sold Case Law Ltd, law book publisher

1985 to present Set up, owned numerous companies, presently active are Our

Place Online (www.ourplace.co), My Pet Matters (www.mypetmatters.co.uk),

Cleardata, Raisemore. (www.raisemore.co.uk).

Contributions in the voluntary sector

- * Past Chairman of Association of Fundraising Consultants
- * Major Contributor to open University Fundraising Course (Direct Marketing Module)
- * Contributed many articles to Professional Fundraising magazine & others
- * Keynote speaker at fundraising conferences in UK, USA, Australia & South Africa
- * Successfully raised over £20m for clients based in UK, USA, Australia & South Africa
- * Speaker at a well-established series of monthly fundraising workshops.
- * Presenter of “The Essentials of Fundraising” series of fundraising training videos
- * Personally written over 850 different direct mail appeals
- * Editor of FR Strategy, e-newsletter for fundraisers

Fundraising Awards

- * WWF – member & donor acquisition campaigns. The mailing very successfully invited new donors and members to “safeguard an acre of rainforest” and demonstrated the incredible wealth of wildlife that exists in one acre of typical rainforest.
- * BTCV – donor acquisition. This mailing was BTCV’s first donor acquisition mailing. It invited new donors to plant a British native hardwood tree (oak, alder, beech etc) and to have a name tag bearing the donor’s own name attached to the tree. Most new donors chose to plant two trees at a cost of £12 each.
- * Help the Aged- donor acquisition. This mailing is probably the UK’s most successful charity direct mail pack of all time. It asks donors to share the experience of looming blindness by cataracts by peering through a small opaque piece of plastic.
- * Soil Association- donor appeal. At the height of the anti GM campaign by various environmental organisations, the Soil Association claimed the high ground through their “Gene Dictators” campaign. The campaign raised over £30,000 from one high value group of no more than 500 members and went on to break all records for an appeal by that organisation.

Publications

- * Author of “The New Data Protection Law – A Basic Guide”, now used by over 3000 fundraising professionals
- * Author of “Tax Efficient Giving – A Basic Guide”, now consulted regularly by over 1500 fundraisers
- * Author of “Direct Mail Fundraising” a leading guide to effective direct mail fundraising
- * Editor – “First Monday” the monthly e-mail newsletter for fundraisers – the UK’s fastest growing email newsletter, received by over 12,000 fundraisers and other voluntary sector executives
- * Author of the Fundraising module of the Charity Skills web-based voluntary sector information service
- * Author of Email and Internet Fundraising – the essential guide to e-fundraising (published April 2005)

Areas of Expertise

- * Individual giving by all giving methods – direct mail, telephone, personal solicitation.
- * Copywriting: Over 850 successful direct mail appeals

- * Legacy promotion
- * Major gifts
- * Total Fundraising Strategy