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Fundraising Convention 2020

6-8 JULY

FIRST-LOOK PROGRAMME

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MONDAY 6 JULY

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| 09.15 – 10.15 | Opening plenary |
| 10.30 – 11.30 | Session 1 |
| 11.30 – 12.00 | Break |
| 12.00 – 13.00 | Session 2 |
| 13.00 – 14.15 | Lunch |
| 14.15 – 15.00 | Session 3 |
| 15.15 – 16.00 | Session 4 |
| 16.00 – 16.30 | Break |
| 16.30 – 17.30 | Session 5 |
| 18.00 – Late | National Fundraising Awards at the Brewery |

TUESDAY 7 JULY

| | |
|----------------------|---------------------------|
| 09.15 – 10.15 | Session 1 |
| 10.15 – 10.45 | Break |
| 10.45 – 11.30 | Session 2 |
| 11.45 – 12.30 | Session 3 |
| 12.30 – 13.45 | Lunch |
| 13.45 – 14.45 | Afternoon plenary |
| 15.00 – 16.00 | Session 4 |
| 16.00 – 16.30 | Break |
| 16.30 – 17.30 | Session 5 |
| 17.30 – 19.00 | Delegate drinks reception |

WEDNESDAY 8 JULY

| | |
|----------------------|-------------------|
| 09.15 – 10.15 | Session 1 |
| 10.15 – 10.45 | Break |
| 10.45 – 11.30 | Session 2 |
| 11.45 – 12.30 | Session 3 |
| 12.30 – 13.45 | Lunch |
| 13.45 – 14.45 | Afternoon plenary |
| 15.00 – 16.00 | Session 4 |
| 16.00 – 16.30 | Break |
| 16.30 – 17.30 | Session 5 |

Choose from 8 sessions per timeslot, split into the following tracks: **The Practical Fundraiser** **Our Supporters' World** **The Future of Fundraising**
Strategy **Personal Development** **Leadership and Fundraising Culture** **Beyond the Sector - New Horizons**

The Practical Fundraiser

[Visit track here](#)

This mega-track (and we do mean mega!) brings together a huge suite of sessions that focus on fundraising techniques and application across the whole fundraising mix, from mass fundraising to high value, from local to national approaches. Sessions in this track will provide delegates with tools, techniques and means to hone their craft and will be divided into the following categories:

- **Public fundraising and mass engagement**
- **Philanthropy and partnerships**
- **Legacies**

Our Supporters' World

[Visit track here](#)

A track that focuses on supporter insight and enables us to bring our audience to the fore. It will look at how much we really understand about the world in which our supporters and beneficiaries are living, their perspectives and insights is critical to our success. This new track will bring the supporter voice loud and proud, hearing directly from supporters on their perspectives of the world they are living in, the experiences they expect, their perception of charities and some of the key areas that impact our world from regulation to Brexit, from supporter experience to data management.

The Future of Fundraising

[Visit track here](#)

Every organisation recognises the importance of innovation and the need to diversify income. This track explores the critical role of new models of income generation and audience mobilisation, recognising that sitting still and doing what we have always done is not an option. We will debate the topics keeping senior fundraisers awake at night, share insight about The Future of Fundraising, and showcase how organisations are embracing change, growing audiences and generating income from new sources with their mission and values at the fore.

Strategy

[Visit track here](#)

Everybody uses the phrase strategy, but what does it really mean and how can organisations develop meaningful strategies that will drive impact and efficacy. This track will really explore key approaches to strategy, strategy development, evaluation and the key strategic questions and challenges that organisations are facing into. The emerging trend of engagement and bringing together the world of fundraising and communications will also form a core element of this track.

Personal Development

[Visit track here](#)

Fundraising is the greatest profession in the world, with huge opportunities to forge purposeful and impactful careers within the sector in which it is a privilege to work. This track will focus on career journeys, personal development, skill development and building confidence to equip delegates to grow into the leaders of the future and identify the fantastic careers that lie ahead within the world of fundraising.

Leadership and Fundraising Culture

[Visit track here](#)

This track looks at the key issues affecting and challenging leaders in the sector and those who are on the journey to leadership. From engaging boards to building the teams and organisations of the future in which cultures truly champion diversity and encourage commitment and retention of staff, this track looks at the key cultural challenges leaders and organisations are addressing and how boards and stakeholders are key in helping shape this for the future. Times are changing and our cultures and approach to leadership need to respond.

Beyond the Sector – New Horizons

[Visit track here](#)

Too often the sector navel-gazes and looks to one another for lessons, this is incredibly helpful, but now is the time to look beyond the sector and assess the emerging trends approaches from outside of the fundraising world. This track will bring speakers from the corporate and social enterprise worlds, from the legislative and local authority worlds to share lessons and ideas of how these sectors are responding to the demands of the modern world. It is time that fundraisers further expand their horizons and learn from a full gambit of sectors.

The Practical Fundraiser

10.30

The power of legacy conversations - How to transform your Legacy programme with great conversations

We will all know a moment when a conversation changed our world. We spend a lot of resources trying to engage people in gifts in wills, trying to get people's attention, communicating with donors or persuading colleagues, or our boards to engage and invest in Legacies. It's time to rediscover the legacy conversation.

In this session, Stephen will share powerful behaviour change learning through integrated legacy campaigns from all over the world where a powerful conversation strategy has been at the heart.

Using TV, digital, events, internal campaigns, new ways to measure legacy marketing and stories from the UK, and other countries, this entertaining, lively, interactive workshop, will help you to embrace the simple concept of conversation to change the world

Stephen George - Director, Good Leaders

12.00

Solicitation, stewardship and symbolic immortality - the power of the pledger society in legacy fundraising

With only 50% of people who say that they will leave a legacy going on to leave a gift, stewarding legacy supporters effectively is a vital way to grow legacy giving. This session will share the results of an innovative research study looking into the use of societies in legacy fundraising. It will explore how societies are developed, how they are used by organisations, and the value legacy donors get from being members. It will encourage attendees to consider whether a society might be right for them and guide them through the process of development.

Christine Reidy - Legacy Consultant

Claire Routley - Consultant, Legacy Fundraising Ltd

14.45

Thinking national and acting local - legacy acquisition in a federated charity

National Mind has a challenge: to grow legacy income nationally, and across their federated 130 local Minds, which are all charities in their own right. Having implemented a pilot with dedicated in-house legacy consultancy support for group of 22 local Mind charities aimed at meeting their needs, the next step was to run a bespoke will making promotion hand in hand with local Minds. The session will look at the hurdles this presented, and the lessons learned whilst building the legacy pipeline across Mind and local Minds. We will cover the pilot (March 2020) and two further expanded campaigns.

Jenny Creighton - Senior Direct Marketing Officer (Legacy and In-Memory), Mind

Douglas Flood - Legacy and In Memory Marketing Manager, Mind

Richard Millar - Free Wills Programme Director, Capacity Marketing for Charities

15.15

Legacy KPIs and dashboard: How to report without losing your mind

Reporting legacy fundraising can at times be a controversial topic because it cannot be evaluated as other fundraising channels. In fact, we do ourselves a disservice by looking only at current revenue and other metrics commonly used for transactional fundraising methods. What happens to the efforts made to acquire and convert donors? Do we know what our cost ratios are?

In this session, participants will learn how Greenpeace revamped its KPI, their definitions, and implemented a legacy dashboard to better manage and track the evolution of legacy fundraising globally. The tools presented will be easily adaptable to small and large organizations

Ligia Pena – Global Legacy Manager, Greenpeace International

16.30

Baby boomer legacies: Opportunities and challenges from around the world

We know that baby boomers represent a vital source of future legacy income for charities right around the world. But what can we learn when we compare trends and attitudes from three very different global legacy sectors: The UK, Holland and Australia?

Three expert speakers will share insights on Boomer Legacy Giving from their own countries and together explore the challenge and opportunities for gifts in wills fundraisers. There are remarkable resemblances, but also differences that shed new light on the potential of this large, rich and exceptional generation.

Meg Abdy – Development Director, Legacy Foresight

Helen Merrick – Executive Manager, Membership, Marketing & Include a Charity, Fundraising Institute Australia

Arjen van Ketel – Senior Consultant, Director of Legacy Monitor NL, Legacy Foresight NL

10.45

Legacy fundraising in the UK and Sweden- things I have learned and want your organisation to know

In this interactive session Rebecka will debunk some commonly held beliefs about legacy fundraising with real data and donor surveys. Even if your organisation is just starting to look at this area of fundraising or has a long history of these kind of gifts - there will be plenty of techniques and ideas for you to take back with you to your organisation.

Rebecka Winell – Legacies Executive,
Swedish Childhood Cancer Fund

11.45

Driving legacy action with digital

Even charities with an established digital marketing strategy don't always quite manage to embrace the idea of using digital for legacy fundraising. ('Legacy giving is for old people, and they're obviously not online so what's the point?'). Mencap have been working to change this over the past few years. We'd like to share our successes and failures to help other legacy fundraisers embarking on their own digital journey. Whatever resources you have, we'll help you see there's a place for digital in your legacy activity.

Ashtar Selby – Legacy Marketing Manager,
Mencap

15.00

How to harness loyalty to grow legacy giving

According to the Smee & Ford Legacy Trends 2020 report, legacy income has increased by 10 per cent to over £3bn per year. There's a lot known about the amounts people give and the causes they give to (the what) but until now, very little about 'the why'. We will share our research that uncovers WHY people leave a legacy and reveals the most important emotions and feelings that foster legacy giving. We also decode the barriers.

These insights will allow you to understand the impact that growing loyalty has on legacy giving. For example, we know that on average, supporters with high loyalty are seven times more likely to leave a gift in their will than those with low loyalty. This session demonstrates the importance of growing loyalty to legacy giving and presents a model to help grow loyalty that you can apply immediately

Roger Lawson – Director, About Loyalty

Richard Spencer – Director, About Loyalty

16.30

**The pledgers in the pyramid: Why
community fundraisers hold the key to vital
legacy prospects**

As the number of volunteer fundraising groups declines, so do our direct relationships with the types of supporters who, according to recent research, are our biggest legacy prospects. Community fundraisers have already laid the perfect foundations for legacy approaches and this session will focus on how legacy and community fundraising messages, strategies and teams can work powerfully and successfully together. Hear from three charities at different stages of development in their legacy fundraising journey about how their valuable learnings can be adapted to fundraising departments of all shapes and sizes.

Lindsey Burke – Head of Fundraising, Solving Kids' Cancer

Michael Clark – Head of Fundraising, St Nicholas Hospice Care

Victoria Friar – Regional Legacy Manager (London & South East), Save the Children UK

10.30

Never gonna give you up - how to persevere respectfully with elusive prospects but know when to walk away

Have you ever had a great meeting with a prospect only to find the trail go quiet? If so, you are not alone, and this session is here to help you to find the fine line between tenacity and stalking. I will share techniques from my 20 years of high value relationship fundraising as well as inviting two real-life philanthropists to tell us what works for them. We will take questions from delegates and encourage them to share stories and ideas. Delegates will gain confidence and skills to persevere elegantly and effectively with future prospects.

Rachel Polnay – Fundraising Director, Queens Commonwealth Trust

12.00

Thinking big when you are small - how charities without a household name can secure corporate partnerships

Corporate partnerships are changing and many companies are considering innovative ways to ensure they deliver genuine social purpose. Their thinking is moving beyond the obvious big players, presenting real opportunities for smaller charities and those with lower brand awareness.

During this case study-led workshop we'll be talking about how to ensure that your approach to new business is highly targeted, how to build a prospect pool without great networks, and methods for cultivating new relationships. Through careful targeting, ABF The Soldiers' Charity has built up a sustainable income stream from corporate donations, payroll giving, royalties and product partnerships.

In the last financial year, The Soldiers' Charity secured £780,000 of corporate income and over the past two years has connected with over 200 unique corporate contacts through their cultivation strategy. We will provide examples of how to tap into the strategic drivers for corporate partnerships, outline strategies for focusing lean resources to

deliver maximum impact and share practical and proven tactics for how to create a strong new business process.

Kate Billingham-Wilson – Head of Partnerships & Philanthropy, ABF - The Soldiers' Charity

Grahame Darnell – Managing Director, Darnell Consulting Ltd

Charlie Strawa – Corporate Partnerships Manager, ABF The Soldier's Charity

14.15

From corporate social responsibility to social purpose - what does it mean for us?

In late 2020, the British Academy reported that a new breed of “purposeful” company is essential. In the context of a climate emergency and global social inequalities, there is increasing pressure for corporations to play their part in solving societal problems, and to put the needs of the planet ahead of making money. What does this drive for businesses to demonstrate social purpose mean for charities, and for fundraising? We’ll be exploring this question and much more with our panel of corporate responsibility experts.

15.15

Developing a major appeal to drive high value fundraising

Are you constantly wrestling with how to create ‘new’ and compelling propositions for your high value audience in the absence of a capital appeal or exciting new (in budget) initiative? During this session, we’ll share how Versus Arthritis developed its 10 Million Appeal specifically for the corporate, trust and major donor audience. This is a private appeal, conceived and delivered within the High Value Partnerships team. We’re not presenting a case study; this practical session will walk you through each step of the process. From deciding whether it was a good idea, to bringing the organisation on board, and then making it happen, we’ll share the highs and lows so far. You’ll leave the room with a clear view of how you can work through a similar process at your organisation, whether you’re a sole fundraiser or part of a large team.

Anna Cooper – Head of High Value Partnerships, Versus Arthritis

Nicola Bott – Head of Partnership Development, Teenage Cancer Trust

Kate Crabtree – Head of Business Development, Comic Relief

16.30

High value relationships – adapting to your audience

We know that major donor fundraising is never one size fits all. As we move through our careers, fundraisers need to be increasingly dextrous about working with high value donors across causes and sectors.

The approach taken for an LGBT campaigning organisation where the issues are often deeply personal for the donor can be very different from the style of relationship management required in a more traditional space such as a national museum or an Oxbridge College. The panel will discuss the myriad of ways we interact with the major donors that different causes attract, sharing real life successes, failures and anomalies.

Sarah Jane O’Neill – Major Donor Fundraising Consultant, SJ O’Neill Consulting

Samir Savant – Festival Director, London Handel Festival

Karen Branagh

Andrew Thomas – The Philanthropy Company, Associate Director

16.30

WOW your donors - how to increase income through strategic peak moments

You raise dramatically more money when you create surprise and delight beyond what your donor or partner is expecting. This is now truer than ever because not only does it increase loyalty and inspiration, social media also makes it easier for people to share these inspiring moments with others.

This workshop is designed to help high value fundraisers build the tactics, creativity, and confidence to deliberately create more peak moments. We use dozens of examples from corporate partnerships, major donor fundraising and the commercial sector so that you can adapt these proven tactics and, crucially, gain the confidence to implement them yourself.

Anna Weston – Senior Manager - Business Development, Age UK

Rob Woods – Director, Bright Spot

9.15

Partnering for long term impact

Corporate foundations are known for their risk-averse approach to funding, and many operate in isolation from their parent company. The partnership between the Berkeley Foundation and Crisis has broken the mould, extending well beyond transactional funding. Through taking a highly collaborative approach, we have influenced policy and practice at a local level, leveraged meaningful in-kind support, delivered job brokerage, and secured backing from the Foundation's parent company. This is the first partnership of its kind for Crisis, and together with the Berkeley Foundation, we'll share how we overcame challenges and maximised opportunities to grow the partnership. We'll talk about the lessons we have learnt, our joint approach to managing risk and uncertain outcomes, and how we agreed and communicated objectives with stakeholders from the public, voluntary, private and sectors. This session is relevant to any fundraiser that wants to develop deeper and more strategic relationships with existing or new corporate partners.

Sally Dickinson – Head of Berkeley Foundation, Berkeley Foundation

Ali Roberts – Senior Account Management Lead, Crisis

10.45

Major donor prospecting: How to grow your philanthropy pipeline in real time

How should philanthropy teams approach prospecting? Illustrated by case studies from our lived experience as major donor fundraisers, we will showcase different ways to build a sustainable pipeline, share practical tips that address key challenges including:

- How can fundraisers identify and engage major donors from within their existing supporter base and how do you go about it?
- How to persuade Trustees to open up that black book and really make those introductions?
- How and when can we make personal networking with HNWIs achieve results?
- How far can events to do our prospecting for us?
- Making a cold approach work?

Dominic Haddock – Head of Development & Communications, English Touring Opera

Kate Hogg – Director, Beneficial Fundraising

11.45

Corporate fundraising - A step-by-step guide

When done well, corporate sponsorship has the potential to be one of the most lucrative and cost-effective sources of income for your organisation. Simon will share a step-by-step guide and resources to break down and simplify the process from start to finish.

In this session participants will learn the cycle of corporate fundraising: from identifying potential partners and building relationships to asking for support. We'll also look at how to maintain and maximise relationships with company partners. Often there are sessions on corporate fundraising but at a higher level or without the practical specifics of how to do it. This highly rated sessions goes through step by step how to do good corporate fundraising.

Simon Scriver – Co-Founder, Fundraising Everywhere

11.45

Fundraising from the next generation

In this session we will explore the trends of the growing millennial population base here in the UK, and what this means in terms of opportunities and strategies for major donations. We will explore how technology is revolutionising how people digest information, what they want to see from organisations, and how they are called to action by some of the world's most pressing issues.

15.00

Age UK & Cadbury #DonateYour Words - Unwrapping the partnership

Securing a cause related marketing partnership with one of the country's most loved brands is the dream for all corporate fundraisers. But when Age UK and Cadbury came together, they were determined to create a campaign that went way beyond a traditional on-pack charity promotion.

This session will explore the motivations behind the campaign and how the two organisations worked to ensure the #DonateYourWords campaign of 2020 delivered on multiple levels for both parties and crucially made a lasting difference to the lives older people experiencing loneliness.

Lizzie Bekhradnia – Head of Corporate Partnerships, Age UK

Laura Gray – Brand Manager - Cadbury Dairy Milk, Mondelez

Andrew Hunter – Corporate Partnerships Manager, Age UK

15.00

Inside the mind of a philanthropist - insights from 50 interviews with major donors

Most major donors give between £1,000 and £100,000 per year, yet there is little evidence to date as to what they want and expect from charities they support.

Mike has been conducting interviews with active major donors over the last two years. He now has insights from over 50 major donors about why they give, what prompts them, what makes them give more, how they expect to be communicated with, who should ask and, of course, what irritates them! In this session Mike will pull together themes from these interviews, with some surprising results.

Mike Bartlett – Senior Consultant – High Level Giving, Money Tree Fundraising

16.30

**Live podcast recording - What donors want
(gamers & influencers)**

What Donors Want - a podcast by I.G. Advisors has a simple premise: to have fresh, dynamic (and slightly irreverent) conversations about major gifts fundraising with donors themselves. With past guests ranging from the Bill & Melinda Gates Foundation to Comic Relief and a range of major donors, each episode is filled with unique insights and tips.

There is no question that gamers and influencers represent a new frontier of philanthropic possibility; to explore this further, this live recorded episode will feature a Twitch influencer for an exclusive, behind-the-scenes view into how fundraisers can best leverage these hugely lucrative opportunities.

Tom Downie - UK Manager, Tiltify

Rachel Stephenson-Sheff - Advisor, I.G. Advisors

16.30

**Two years on: Prospect research and
compliance since the launch of the GDPR**

In this session, we will provide a practical look at how fundraisers can undertake prospect research and supporter profiling in a post-GDPR world. With organisations uncertain of what activities they can and cannot undertake, Bates Wells will set out the legal framework, and Edward will talk through his experiences and understanding of how GDPR has affected the LSE, and the steps that can be taken to ensure prospect research is carried out in a compliant manner.

Hannah Lyons - Senior Associate, Bates Wells

Edward Raichura-Brown - Head of Prospect Research, The London School of Economics and Political Science

Lawrie Simanowitz - Partner, Bates Wells

9.15

The art of impact: how the right measurement and evaluation frameworks can tell the most powerful story to your funders

High quality stewardship is essential to any donor journey. In this age of strategic philanthropy, donors want to deeply understand the impact of their giving. Yet designing and communicating a compelling measurement and evaluation framework can feel daunting, particularly for cultural organisations and causes whose outputs and outcomes can seem less tangible.

This panel discussion and Q&A with two experienced fundraisers and a Measurement and Evaluation specialist will explore these challenges and share expert recommendations for measuring and evaluating impact of funded programmes from the cultural sector and beyond.

Matthew Ross – Senior Philanthropy Manager, Royal Academy of Music

9.15

Perfect pitch: The masterclass

Ever dreamed of being a fly on the wall when top charities pitch for the most coveted corporate partnerships? What are their tactics, why do their ideas stand out, what makes their cause too compelling to overlook? Now's your chance.

This year's annual Perfect Pitch session is brought to you by 3 of the top Corporate Partnerships teams in the sector today.

See these experienced Corporate Fundraisers present the winning pitch that they're most proud of.

Better still, you get to judge which pitch is truly perfect, putting yourselves in the shoes of corporate partners and marking each team against a Perfect Pitch scorecard. This is the ultimate pitching masterclass and unmissable session for all corporate fundraisers.

Hannorah Lee – Director of Partnerships, Age UK

10.45

How to thrive in your first year in corporate fundraising... and beyond!

In his first year as a fundraiser, Lethius has presented to millionaires, negotiated with partners, brought in five figure gifts, and much more. But it didn't start that way - he joined his charity as an intern and no experience of fundraising. Ben has spent over a decade in fundraising, winning some of the UK's biggest partnerships. Ben and Lethius will share proven techniques and tactics that will help you and the person you manage to thrive. They'll be talking about:

1. The five nudges that can help you, your mindset, and the person you manage
2. Why this sector is brilliant but different to nearly any other - and the pitfalls that brings
3. Real experiences and tactics to cope when it's hard, and speed up your learning

These are tactics that anyone can use. Whether you're at an early stage in your corporate fundraising career, or a manager that wants to make sure talented people stay in your team, join us!

Lethius Charles – Partnerships Officer, Fight for Peace

Ben Swart – Head of New Partnerships, NSPCC

10.45

WWF and Tesco - building a sustainable partnership from the inside out: how to prepare your organisation for a truly strategic corporate partnership

WWF's partnership with Tesco is a game-changer: aiming to reduce the environmental impact of the average UK shopping basket by 50%. WWF is investing significant expertise in supporting Tesco to help customers eat more sustainable diets, to restore nature in food production and to reduce waste, which is helping to realise WWF's charitable ambition to fix the food system, the single biggest cause of biodiversity loss on the planet.

Mission-led partnerships present so many opportunities, but are not without their challenges for charities.

In this session WWF will share insights into how they prepared their organisation for this complex, multi-faceted partnership that is anything but transactional: how they managed risk and due diligence and ultimately how they encouraged colleagues across the charity to maximise the potential of a partnership offering so much more than funding.

Kerrina Thorogood – Head of Partnerships, WWF

11.15

The foundations to great trust fundraising: a case for support toolkit, prospect research and prioritising

This session is aimed at people who have been doing trust fundraising for less than a year, or who want to formalise the income stream in their charity. We're going to move fast and cover three essentials:

1. A case for support toolkit. An internal document, with the content you need to write great applications.
2. Prospect research: where to look to find trust prospects.
3. Prioritising: capacity, propensity, and a qualifying phone call.

Anna Sheinman – Freelance Fundraising Consultant

15.00

From yawn to yippee!

Have a large fundraising opportunity? Need to write a case for support or fundraising proposition and don't know where to start? Suitable for lone fundraisers and for those in larger organisations, this practical session will give you a step by step guide on compiling an engaging and inspiring case for support that can be used for the variety of audiences within Philanthropy and Partnerships fundraising. Walking through a real-life example, we will discuss the different stages needed to create this vital document, key factors to include and how to bring the words into life for your fundraising.

Emma Edwards – Philanthropy Manager, Marie Curie

Emma Thomson – Case for Support and Stewardship Manager, Marie Curie

15.00

When good relationships go bad: How to manage tricky partnerships and funded projects that fail to deliver

This honest session will help both new and experienced fundraisers gain practical tools to help them manage tricky high value funding relationships from those you've inherited in a role to the funded projects that go off-track. From over 20 years experience managing challenging trust, corporate and major donor relationships, Julia will give real-life examples of their fundraising failures as well as give practical tips on how to effectively communicate when things go wrong, and positive ways to get them back on the right track.

Julia Ammon – Trusts Programme Manager, Blesma, the Limbless Veterans.

16.30

Building your resilience, one mistake at a time

In high value fundraising we're tasked with keeping our organisation's biggest supporters happy and engaged; mistakes can and do happen. Join us for some real-life examples of knock-backs, disappointments and failures based on real-life experiences of our own. What went wrong, why did it happen, and why are we still here to talk about it? Help yourself and your team to use these experiences to grow donor relationships, as well as your own resilience.

Martin Miller – Senior Philanthropy Manager, Cystic Fibrosis Trust

16.30

Girlguiding and Scouts: Funding for collaboration

Charity collaborations are an appealing prospect for trusts, statutory funders and even corporate partners. For a growing number collaboration is becoming a funding prerequisite. In 2018 Scouts and Girlguiding received support from the Pears Foundation, National Lottery Community Fund and DCMS for a three-year project - Space to Grow Together.

This panel discussion is an opportunity to hear honest insight into the successes, challenges and learnings from the collaborative application and project so far. It is also an opportunity to understand more about the funders' support in building collaboration between both charities and the collaborative nature of the funding itself. Prepare to be inspired with top tips to help your organisation seek funding for a collaborative project with another cause, that delivers genuine social impact

Alice Chamberlain – Trusts Manager, Girlguiding

Hilary Maywood – Strategic Funding Manager, Scouts

Bridget McGing – Deputy Director, Pears Foundation

10.30

Doing digital: getting started, learning more, going further

Session details to be confirmed

Harley Humphries – Senior Marketing Exec,
British Heart Foundation

12.00

Build your personal pitch and true case for support

Most fundraisers struggle with a simple explanation of what they do, who they are and why they need support. It may seem simple but in truth it remains difficult and inconsistent. Finding and connecting with your case and being able to answer why, explain the problem and the solution can get confusing and lack authenticity and emotion. This session will challenge what you say about yourself and how you say it. Being able to introduce yourself, meet people, pitch who you are and why will be looked at in a practical coaching session using practical tips and a formula to confidently find purpose and clarity and be able to lean forward and ask with confidence.

Stephen George – Director, Good Leaders

12.00

The future of mass participation fundraising - What major brands, international sports events and the Gillet Jaune movement can teach us about using events to engage, excite and inspire their audiences.

A session challenging how we as a sector think about mass participation events, how we use them, why people take part and how changing technology and consumer expectations can be a significant opportunity in the years ahead.

Exploring why some of the sectors biggest mass participation fundraising events are in decline, the psychology of fundraisers and what big business, major event providers, angry French people and those Boris Johnson calls 'crusties' can teach us about mass participation fundraising.

John Tasker – Partner, Massive

14.15

How to start your first community fundraising plan

Community fundraising is on the rise. With a renewed interest in regional relationships and the appreciation of its value, it's never been more important to review your community activity.

This session will explore the practical steps you need to take before putting your plan to paper to help you decide which activity to undertake first, how to build your team, and how to ensure your time is spent doing the right things at the right time.

For small to medium charities who want or need to undertake community fundraising but don't think they have the time.

Nikki Bell – Freelance Fundraising & Event Consultant

14.15

Leads to lovers: How Pancreatic Cancer UK turned thousands of leads into loyal supporters

This session will walk you through the practical supporter centric steps we took to fine-tune converting our leads into loyal supporters from our next two campaigns. Conversion is king and at Pancreatic Cancer UK we have been working hard on simplifying our leads to lover technique. Let us show you what we have learnt over the last 18 months from walking in our supporters' shoes, our omni channel approach and applying key behavioural economics techniques to ensure you are maximising your cost per acquisition.

Shannon Pinder – The Future of Fundraising Senior Manager, Pancreatic Cancer UK

Julie Roberts – Head of Mass Market Fundraising, Pancreatic Cancer UK

15.15

Community and retail working together

Community fundraising and trading teams are vital local hubs of your charity but why do they so often seem at odds? With different KPIs and priorities, the two teams can feel pitted against each other. So how do you bring them together? This case study from Sense runs through the key actions we took to get our local teams collaborating and tripling income in just 3 years. From building a culture that values collaboration, recognising each other's strengths to taking the first step towards building joint supporter journeys, this session will give you some tips on the questions to ask, the pitfalls to watch out for and the first steps we took to building a collaborative team.

Adrian Darkin – Director of Trading, Sense

Jenny Flack – Head of Community and Events, Sense

16.30

More than a pipedream: experience a pipeline process that works for you

In this highly interactive session, independent Community Fundraising specialist Helen Trenchard will share a powerful pipeline process used by successful regional relationship fundraisers all over the UK. Share your current supporter relationship examples with the group for a chance to reflect, have some fun and find answers to your Community Fundraising challenges using this simple framework. Pipelines are increasingly used by charities to introduce KPIs and predict future income, but this session invites you to see their full potential. Helen will introduce a hands-on tool that takes care of three important things: community relationships, our personal development and work-life balance.

Helen Trenchard – Fundraising Consultant

9.15

The supporter experience change collective

Session details to be confirmed

Craig Linton – Fundraising Detective

Emily Petty – Consultant

9.15

How a game of Scrabble can help us work out why people take part in our sponsored events

Did you know, there is a way to discover exactly why people take part in your sponsored events? Every fundraiser states on their JustGiving page exactly why they're doing the event. Imagine how it would change your marketing if you knew the exact reasons people do events for you.

Come and learn about how Insightful with Mind & Make-A-Wish UK, developed a tool to analyse huge numbers of JustGiving statements and see the results of their study of over 50million words from over 400,000 JustGiving statements from the top 300 charities.

Jonathan Cook – Director, Insightful

10.45

The power of moments - the key to effective events stewardship

One size DOES NOT fit all - Personalisation is worth the effort! Charities of all sizes are investing in a personal type of scalable relationship fundraising right now, as it's a chance to build authentic, longer term relationships with people who love what your charity does. There are real advantages to focussing on the personal touch and to embrace the 'one sizes does not fit all'. So how can you do this?

Chris Williams – Head of Community and Events, Richard House Children's Hospice

15.00

Together for Yes - How we changed Ireland

On 25 May 2018, Ireland voted by an overwhelming majority to overturn the constitutional ban on abortion. It was the culmination of a massive campaign that mobilised huge numbers of Irish people to give, canvass, campaign, and vote for radical change. This is the story of how we did it. This session will look at the strategies, techniques, and stories that Together for Yes – the civil society campaign for a Yes vote in the referendum – used to inspire thousands of people to: Get involved, volunteer, and join local canvassing teams, donate huge amounts of money to the campaign – including a crowdfunding campaign that raised over €600,000 in a matter of days and win a landmark referendum on a hugely contentious issue by a landslide.

Damian O'Broin – Managing Director, ASK Direct

Ailbhe Smyth – Convenor, Coalition to Repeal the 8th Amendment

16.30

Ultimate guide to charity innovation - a 10-point action plan from the UK's leading innovation experts

No matter how large or small your organisation, there is an urgent need to futureproof your income by developing new audience-centred campaigns. In a new report, Flying Cars have interviewed Heads of Innovation from leading brands such as RNLI, Cancer Research UK, Samaritans, RNIB and Alzheimer's Society to understand the common barriers they face and top tips to doing innovation well. Delivered in a 10-point action plan to make life as easy as possible for entrepreneurs in the sector, find out what slows charity innovation down and what can help speed things up, to successfully engage new supporters.

Anna Race – Founder, Flying Cars

Henry Rowlings – Founder, Flying Cars

9.15

Three ways to improve supporter loyalty

Give a supporter a good experience and they will give more and for longer and in more ways. This session will present new research and evidence that backs up this statement.

Over the last two years, 17 charities using The Charity Supporter Experience Index (Chase Index) have been measuring supporter commitment, satisfaction, trust and loyalty, and tracking how it is changing. Critically we have been looking at how loyalty influences supporter behaviour.

Come and hear from three charities that have been measuring and tracking supporter loyalty. They will share what they have been doing to improve loyalty and where this is working. To date, the research has included over 100,000 supporters and in this session, we will share new insights, particularly identifying what are the most important drivers of loyalty.

Richard Spencer – Director, About Loyalty

10.45

Event participants: beyond the finish line

Refreshing the basics of relationship fundraising, Andy will talk you through taking supporters from the bottom of your donor pyramid - one off event participants - to the higher levels, becoming committed regular givers, advocates and even corporate champions. Using examples from a variety of organisations including East African Playgrounds, Rays of Sunshine and Raising Futures Kenya, he'll show you how your abseil participants could be your next major donors and more.

Andy King – Partnerships Manager, Rays of Sunshine

10.45

Who ya gonna ask? Easy ways to grow your mailing list online and offline

You might have the best appeal in the world, but that's useless without knowing the right people to contact and the ability to do so. In this session, Simon will show you a mix of tools to capture contact details of potential supporters, both online and offline, that you can roll out with little or no budget to continually grow your database.

Whether you're starting from scratch or just looking for an even larger audience, these proven tactics and examples will give you a healthy mix of new supporters and manageable methods to deepen their engagement and increase income.

Simon Scriver – Co-Founder, Fundraising Everywhere

9.15

Fast & cheap: Fresh ideas that will boost performance of your peer-to-peer event or campaign

Get ready for a sweaty fast-paced workout... I mean workshop! This session is great for those organisations or programmes with BIG targets and very little time, money or both! (That's basically every programme, right??)

I'll hit you with my absolute favourite low-cost and easy-to-implement ideas that I've seen work for charities all over the world. I'll cover recruitment, activation, optimisation and retention...packing your pockets full of ideas that will maximise your programme performance with minimal investment! Too good to be true? Come and see for yourself. (Sweatbands optional.)

Jillian Stewart – Founder and CEO, Peerworks Consulting

11.45

From good to great to growth; inspiring and enabling teams across geography and specialisms

Doubling your fundraising is no mean feat, but that's the challenge we've set ourselves at CHAS. To do that, we needed to work differently including redefining community fundraising.

Learn how, as CHAS launched its Keep the Joy Alive campaign, we brought a diverse team of fundraisers together and gave them the tools they needed to excel. We'll share what worked, as well as what didn't and how we kept joy through the period of change.

Sarah Secombes – Head of Community Fundraising, CHAS

15.00

Panel discussion: The environmental impact of fundraising

Session details to be confirmed

15.00

How to level up your gaming revenue stream

31.6 million people in the UK play video games, and even though the sector has been making inroads into fundraising in the gaming market for the last few years, it is far less established than others. Join us as we explore how charities are starting their own gaming revenue stream, with three panel members who are each at a different stage in their gaming journey. From long-term strategy to quick takeaways and top tips this session will equip you with knowledge on how you can level up your gaming revenue stream today.

Ryan Burdock – Team Leader – Fundraising, Prospectus

16.30

A behind-the-scenes pass into our journey from F2F to digital regular giving recruitment

With traditional acquisition channels failing and diversification at the top of the The Future of Fundraising agenda, this is a behind-the-scenes pass into the journey from F2F to digital RG recruitment. We've experienced a rebirth of civil society at a national level, and there is a huge opportunity to harness the power of digital activism and ambition to drive donations. One size doesn't fit all, but this is a must-attend session for fundraisers who want to understand how we can apply traditional fundraising techniques in the digital world, harnessing activism, and in the process (with a hint of clever strategy), recruit quality, cost-effective regular givers at scale.

Alex Aggidis – IG Supporter Recruitment Manager, Friends of the Earth

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Our Supporters' World

9.15

From filthy lucre to the almighty dollar: the peculiar psychology of money

The giving of money from those who have it to those who need it is at the heart of fundraising. We commonly think about money as a simple unit of exchange, but, as humans, our relationship with money is much more complex. From providing us with a sense of safety, self-worth or autonomy, to provoking feelings of fear, guilt or shame, money is far from neutral.

It would seem clear that exploring how our donors relate to money, and understanding its psychological effects could have important implications for our fundraising practice. Similarly, understanding the impact that money has on us as fundraisers could help us to understand and break down some of the taboos we might encounter around asking.

Whether we're requesting someone give a monthly donation or asking a major donor for a transformational gift, a deeper understanding of the psychology of money and its role in our and our donors' lives can directly benefit fundraising practice.

Claire Routley – Academic and Consultant, Legacy Fundraising Ltd

10.45

iGen marketing: Connecting your cause with the first super-connected generation

Understanding these extraordinary young people is crucially important for your charity, so hear how to get it right directly from the young people themselves.

This Post-Millennial iGen/Generation Z demographic are born between the mid-90s and early 2000s. Variously described as compassionate, open-minded, responsible, and determined, but slightly unhappy. Not inherently rebellious, they are however, revolutionising our society.

A third of them have given to charity, a quarter have volunteered, and the overwhelming majority are (unsurprisingly) concerned about the future of the planet - something that (not waiting their turn) Generation Alpha are keen to help them out with.

Stephen Thorn – Cass Centre for Charity Effectiveness, Strategic Marketing Consultant

11.15

10 things we've learnt on our journey to becoming an insight-led organisation

In a tough marketplace, insight-driven fundraising is crucial. It's not good enough to do "what we've always done" or rely on organisational 'wisdoms' to drive strategy. But becoming insight-led requires top to bottom culture change. And this can be difficult. In a world of information, how do you know where to start. What questions do you need to ask? How to make insights actionable? Can we get everyone onboard? And am I good enough at maths? This session will share learnings from Make-A-Wish' journey to insight-led to give a helping hand to others just starting out in this area.

Katy Meade – Insight Manager, Make A Wish

15.00

The Persuasive Brain: Using behavioural science to drive social good

We don't think how we feel, say what we think or do what we say. We like to believe that people make rational and logical decisions based on the information in front of them, but in reality these decision making processes are influenced by far more than we know – learn from Ogilvy's Behavioural Science Practice about how people really think and the key strategies we can use to drive positive behaviour change. We'll discuss specific case studies where Ogilvy has applied behavioural science to positively impact fundraising, donor engagement, environmental sustainability and more... with broader learnings for everyone to take away and apply.

Maddie Croucher – Senior Consultant,
Ogilvy's Behavioural Science Practice

16.30

How to create an audience-inspired fundraising strategy in 4 months

Through a semiotic exploration of the cultural narratives around refugees, we explored the much-misunderstood context in which our client's cause is operating. Using this context and a multi-stage qualitative approach, we developed a comprehensive understanding of the audience connection points.

You'll understand how we took The Refugee Council from a low base of audience understanding to a rich collection of cause-conceived audience profiles that have now provided clear direction on their fundraising strategy and inspired fundraising product development. More broadly, the work has also inspired a cultural shift in how the organisation thinks about and uses audience insight.

Tom Skilbeck – Founder, Chemistry Insight

9.15

Tapping mindsets, changing behaviour, with magic results

We're awash with analysis of what people do and when they engage. We have the decks about how they feel and what they think. With all this insight, inspiring people and getting them to donate should be easy, shouldn't it? In this session we'll share new approaches to blending mindsets and behaviours, combining research and data, to make sense of how supporters outlooks shape their actions, the surprises that this uncovers and how this was used to impact results. You'll leave understanding how ethnographics, mindset segmentation, econometrics and marketing automation all played a role in improving fundraising effectiveness.

Ameline Jean – Head of Audience Insight, Save the Children

Sarah Potter – Director of Innovation and Effectiveness, Save the Children

10.45

New world, new donors, new challenges - how to respond to the things impacting your supporters' lives right now

Demographics, technology and culture have combined to transform the fundraising landscape. The new ways in which people think, behave, communicate, transact and relate to each other all impact on what we do, but how well do we understand that environment?

Building on research undertaken for a number of clients including World Food Programme and British Red Cross, Sinead will take you on a whistle-stop tour of global and national trends that are changing fundraising for good.

Sinead Chapman – Strategy Director, Open

11.45

Life of a mega donor - inside the world of a major donor

Session details to be confirmed

15.00

Understanding donor identities: How to find them and how to use them

Research from the Institute for Sustainable Philanthropy has shown that if organisations can reflect the identity most important to donors in fundraising communications, they can double response rates to campaigns and dramatically increase supporter well-being. But how do we know which identities are important to donors? Do we know whether people have a different, separate identity linked with our organisation? If so, which identity do we use and when? This presentation will answer these questions using results from two research projects and showcase the lifts that a focus on identity can achieve.

Kathryn Carpenter – Senior Research Fellow,
Institute of Sustainable Philanthropy

16.30

Practical ways to put yourself in your supporters' shoes

Session details to be confirmed

Lesley Pinder – Head of Supporter
Experience, British Red Cross

The Future of Fundraising

9.15

Relevant and ready for the future. Exploring opportunities in fundraising in the 2020s and beyond

Fundraising investment decision-making is still primarily influenced by projected ROI. This session will explore four key areas affecting fundraising today through the lens of cost-effectiveness and the values and ethos of our sector. Our expert panel members will cover: inclusive fundraising, giving a voice to the people that we support, environmental sustainability, and brand and fundraising working together. Expect debate and challenge!

Carol Akiwumi – Founder and CEO, Money4Youth

Joe Jenkins – Director of Support Impact and Income Children's Society

Sophia Parker – Chief Executive, Little Village

Adeela Warley – CEO, Charity Comms

Ben Carter – Director of Income Generation, Derbyshire Wildlife Trust

10.45

Lessons from Grenfell: How people power is driving the fight for justice & change and what charities should learn from grassroots campaigns

All across the world people are realising that they have power. And are taking steps to use that power to fight for what is right. To fight for change, for recognition, for their rights and for justice.

In this session, Paul will outline the principles of people power and why it's relevant to fundraisers. Katherine will tell the story of working with Grenfell United, a group of survivors and bereaved families who came together after the devastating fire to fight for justice and change.

Katherine will share:

- What it takes for communities to build power from the bottom up,
- How a small group of determined families have driven national change,
- And make the case that better collaboration between NGOs and grassroots groups could deliver transformational change.

This is a must-see session if you are looking

for inspiration from outside the usual sources to help you improve the way your organisation engages the public at scale.

Paul De Gregorio – Founder, Rally

Katherine Sladden – Founder, Chorus Campaigns

Jeff Gould – Founder, Fundamental

15.00

The best kept secret in fundraising – two innovative approaches to new income growth

A wise person once said that ‘insanity is doing the same thing over and over again and expecting different results’. The same could be said for fundraising today, in which many charities deliver the usual traditional approaches to income generation, yet are not seeing the growth their efforts and causes deserve.

This session looks at two innovative approaches to income generation which are generating £millions for the benefitting charities – methods which can be applied by your charity.

Clara Maguire and Kevin Waudby from Good Innovation will describe how pioneering charities are creating new sustainable sources of income by identifying and commercialising their assets, skills and services to deliver both income and impact, or Mission and Money.

Abha Thorat-Shah and Colman Cawe will describe how the British Asian Trust are generating tens of £millions of new income over the coming years through social finance, and how this complements their traditional fundraising methods.

Clara Maguire – Director of Growth and Investment, Good Innovation

Colman Cawe – Director of Fundraising, British Asian Trust

Abha Thorat-Shah – Executive Director, Social Finance, British Asian Trust

Kevin Waudby – Founder, Good Innovation

16.30

How will people support good causes in the future?

The way that people support good causes and take social action has changed. Blurred boundaries between the private, public and voluntary sectors mean that supporting charities is far from being the only way that people can support ‘good causes’. Drawing on insight around public perceptions of charities, giving trends and social action movements, our expert panel will present how they feel people will engage with good causes in the future and the implications for fundraising and the charity model more broadly.

Sarah Atkinson – CEO, Social Mobility Foundation

Mark Phillips – Managing Director, Bluefrog London

Ryna Sherazi – Head of Fundraising and Communications, Anti-Slavery International

Sarah Vibert – Director of Policy and Volunteering, NCVO

Tufail Hussain – Deputy Director, Islamic Relief

Strategy

10.30

The blank canvas – setting up fundraising from scratch

This session will delve into the opportunities and risks presented by being given the licence to develop a fundraising strategy from scratch. Examining a real-life case study, which is now two years in development, Gavin will draw upon his own experiences; sharing successes, failures and key learnings. He will explore how to; build infrastructure, such as a fundraising database, develop a compelling case for support, generate internal awareness and understanding, find and take opportunities, and diversify income streams.

Gavin Chappell Bates – Fundraising Manager, Centre 33

Hannah Hutchings – Fundraiser, Emmaus Oxford

12.00

Integrated campaigns

Session details to be confirmed

Gemma Sherrington – Director of Fundraising, Save the Children

14.15

Magpie Dance; in 1985 starting from ground zero against all the odds to a successful model of income generation over 35 years

Magpie Dance was founded in 1985 as the sole volunteer leading inclusive dance workshops with adults with learning disabilities with no staff, support or funding in a social service setting; a huge challenge. I initially began with no training in fundraising, management, leadership development, governance and other areas that are required to start an organisation. Learning how to fundraise on the job, my first success in 1993 was achieving £40K from a major trust. Sink or swim? How did Magpie Dance not just survive but continue to grow and flourish to achieve funding from diverse sources over 35 years?

Avril Hitman BEM FRSA – Ex Artistic and Executive Director, Magpie Dance

David Ward – Fundraising and Development Manager, Magpie Dance

15.15

How do you make sure strategy is evidence based and not gut feel?

Session details to be confirmed

Roger Lawson – Director, About Loyalty

16.30

Managing upwards, 100 days – The loneliness of the long-distance strategist

Session details to be confirmed

Matt Cull – Director, Matt Cull Consulting

Tom Dixon – Head of Fundraising, Roald Dahl's Children's Charity

9.15

A strategist's revised rulebook to income growth

What if supporter loyalty wasn't all it cracked up to be? What if the routes to income growth looked very different to you doubling down on your core 'fanbase'? What if the sector's been looking down the wrong end of the telescope all along?

Using case studies into how charities really grow, and example fundraising strategies, Chloe will share her own 'aha' moments that at first pissed her off but have now set her thinking free. If you're ready to have your fundraising worldview shaken with a new rulebook, this session is for you.

Chloe Amstein – Creative Strategist and Consultant

10.45

The 100-year-old start up - how to breathe new fundraising life into a charity approaching its centenary

Our charity, soon to be newly named, will highlight the thought process and strategy behind the complete rebirth of a 100-year-old fundraising charity. We'll cover how to unite a new name and brand with fundraising audiences, how to develop a fundraising strategy that evolves the existing whilst innovating for the new world (and all on a tight budget) and what are the most important factors for fundraisers facing change of this scale (impact, infrastructure and income). We'll inspire and encourage fundraisers who are facing significant organisational change to embrace the situation as an opportunity for personal and professional development, while providing insight as to what organisations will need in place to thrive (sharing what worked, what didn't and what we would do differently in hindsight).

Tamsin Baxter – Director of Development, Vision Foundation

Mark Ellis – Head of Communications, Vision Foundation

15.00

Life on the other side of the fence

Ever wanted to see what it's like being a trustee of a grant-giving foundation? This is your chance!

Following a genuine call for proposals, attendees to this session will take on the role of trustees of the Apollo (Sutton) Foundation. You will have a chance to review real-life funding applications and discuss them with your fellow trustees before ultimately deciding who to fund.

Real charities. Real projects. Real money. So who (and how) will you choose?

David Burgess – Director, Apollo Fundraising

Marina Jones – Head of Trusts and Foundations, Royal Opera House

Laura Solomons – Head of Donor Relations, The Sutton Trust

16.30

The power of co-operation

In May 2020, Co-op launched Co-operate 2022, our community plan to focus on responding to the social and economic factors which have weakened the communities we operate in. Focusing on spaces (save or improve 2,000 spaces in the UK by 2022), wellbeing (supporting people to come together to improve mental health) and skills (working with people of all ages enabling them to reach their full potential).

Using insight gathered from our members and Community Wellbeing Index, we identify the challenges facing our communities today. In this session we'll talk you through how making community our priority within our strategy helps us both drive business and make a meaningful difference to the communities we serve.

Helen Carroll – Director of Community Strategy and Activation, The Co-operative Group

9.15

Communicating what you're achieving through theory of change

Theory of change is the foundation of charity strategy, evaluation and communication. At its best, theory of change encourages us to reflect on our aims and plans, to discuss them with others and to make them explicit. This is a powerful foundation for deciding on your future direction, measuring whether you're achieving it, and sharing that with stakeholders including users, funders and the public.

In this session, hear from NPC about the benefits and practicalities of developing a theory of change, and from two charities who found it a useful tool in their fundraising.

James Noble – Principal: Measurement & Evaluation, NPC

10.45

Organisational development - Adapting to organisational influencing

Session details to be confirmed

Toby Bourke – Director of Engagement, Animals Asia

15.00

Stepping up your fundraising strategy - How to review, refine and build a programme

A work-in-progress case study of the steps, process, challenges and discoveries that Sue Ryder took and found as they developed their fundraising strategy. Stephen George, Coach and Consultant and Caroline Graham, Director or Fundraising at Sue Ryder take you through the key steps and learning. This session will share practical steps, process and tools to review and identify the key issues, set an aspiration and guiding principles and choose and develop the right strategy for growth. Attendees will leave with key actionable steps, insight, learning and tools to review and develop their programme at whatever level.

Stephen George – Director, Good Leaders

Caroline Graham – Director of Fundraising Sue Ryder

Personal Development

10.30

Stepping up into leadership & becoming the leader you want to be

Taking the step up into senior leadership can feel lonely as you manage those who were once your peers, you are no longer the expert and have to shift to thinking strategically. Progress is hard and slower than expected. Emily, Carla and Rosie will share honestly from their personal experience, explore what to expect and give top tips on how to:

- Stay focused and set clear goals
- Work to your strengths and use the strengths of those around you
- Be yourself and lead authentically
- Think like a leader and adopt a growth mindset

Carla Miller – Leadership Coach, Impact Consulting

Rosie Oldham – Head of Fundraising, London Wildlife Trust

Emily Petty – Fundraising and Culture Consultant, Emily Petty Consulting

12.00

Why coaching and mentoring are the best thing for your career

Session details to be confirmed

14.15

What it takes to win: learning from the pro athlete mindset

We have long heard about the athlete mindset, but what does it actually mean? This session looks at how someone goes from benchwarmer to a professional basketball player, the principles learned from the world of elite sport to achieve success, and what you can do to develop the athlete mindset for life.

Ash Smith – Lead Coach, Pitch to Inspire

15.15

Job-shares do work

Job sharing has been seen as a problem rather as a solution in the past but is starting to be seen as a benefit by some charities. In this panel discussion, we will hear from some job-sharing pioneers about their experiences, learnings, and how they've made it work for everyone.

Kizzy Gardiner – Head of UK Giving and Engagement, ShelterBox

Katie Hillitt – Philanthropy and Trusts Team Leader, WaterAid

Shelley Malone – Senior Trust Fundraising Manager, Ambitious About Autism

Harriet Roberts – Head of UK Giving and Engagement, ShelterBox

16.30

Pizza for losers

Session details to be confirmed

Nikki Bell – Freelance Fundraising & Event Consultant

9.15

Habits of a highly successful fundraiser

A successful fundraiser doesn't just bring in the money - they are resilient, focussed, and can connect with (and lead) diverse communities and teams. This session will explore why cultural intelligence, sleep, and focus are the bedrock of a highly successful fundraiser, and what practical steps you can take to make a change right now.

Vanessa Longley - Director of Development, Young Minds

Adirupa Sengupta - Group Chief Executive Officer, Common Purpose

15.00

Speaking with confidence

Session details to be confirmed

Simon Scriver - Co-founder, Fundraising Everywhere

16.30

Building your personal and professional resilience

Our work as fundraisers places significant demands on our emotional and psychological wellbeing. We will look at the importance of personal and professional resilience and the strategies and practical steps you can take today to start taking control of your own wellbeing.

Julia Garden - Community Fundraising Officer, Young Minds

Deanna Wolf - Senior Consultant, Trust Fundraising, Money Tree Fundraising

Leadership and Fundraising Culture

10.30

Fundraising leaders

What are the aspirations of the sector's future leaders and how are they preparing for leadership? The results of THINK's 2020 Leadership Survey will be shared in this thought-provoking session which brings together research insights with the real time experience of three of the sector's influential fundraising leaders who will share their advice and learnings about the leadership journey.

Frances Lawrence – Head of Fundraising, SeeAbility

Beccy Murrell – Consultant, THINK Consulting Solutions

Nikki Pawsey – Director of Supporter Communities & Groups, Children's Society

Lucy Squance – Director of Supporter Led Fundraising, Alzheimer's Research UK

12.00

Leading with vulnerability - what does this really mean and how can I get there?

Explore what leading with vulnerability really means, what it is not and hear evidence for why it is so important for fundraising today. Emily will share from her own experience as a senior leader managing change and from examples of charities she has worked with as a consultant. You will get practical ideas and tools to help you take steps to lead with vulnerability, have the chance to test some of the tools out live during the session and learn directly from other people in the room. You will leave feeling better equipped to bring your whole self to work.

Emily Petty – Fundraising and Culture Consultant, Emily Petty Consulting

14.15

Let's talk about disability. How can you help create an environment and culture for disabled fundraisers to be the best they can be?

This session, run by those with a lived experience of visible and invisible disability or impairment, will cover how to support fundraisers like us. We'll bust some myths and give hints and tips to about how everyone can create a supportive work culture and environment.

Rachel Mann-Bradbury – Community Fundraising Manager, MHA

15.15

Everyone's a fundraiser – embedding fundraising within your organisation

This session will cover the practicalities of starting a successful fundraising program in a small charity, from planning a realistic strategy to getting trustees and staff on board. It will talk about getting good value for your fundraising when you don't have much time or money to spend. The session will also cover the challenges and opportunities for small charities starting out in fundraising. Hannah Hutchings

Anne-Marie Wynne – Head of Fundraising,
St Ann's Hospice

9.15

Communicating change, you win some you lose some!

Stop, start, go. Look left, look right. Restructure. Consultation. New ways of working. As much as we may not like it, change is the new constant. And when it comes to change, we know the key is to communicate, communicate, communicate! However, sometimes we get this right and sometimes we get it wrong. Come along to this interactive session prepared to share with and learn from others and you will leave this session with some top tips about communication before, during and after change (and perhaps also some free group therapy!)

Libby Gordon – Head of Strategic Management, Christian Aid

10.45

What should we plan and why? Or are plans really not worth the paper they're printed on?

Hear about the latest research on fundraising planning and the impact it has on an organisation's overall success. The presentation will explore how fundraisers plan, what they plan and what the outcomes of the planning process are felt to be. We'll also look at the relationship between what people plan and quantitative measures of success such as revenue growth, donor retention rates and fundraiser confidence. You will learn how the fundraising planning at your organisation differs/conforms with sector norms and what the consequences of that might be.

Kathryn Carpenter – Senior Research Fellow, Institute for Sustainable Philanthropy

11.45

Beyond diversity and inclusion - What are we really talking about when we talk about diversity and inclusion?

For some contexts diversity means more women. For others it can mean more people of colour, or more gay people. For many people, this term sits uncomfortably.

And inclusion, what does that mean? Opposite of exclusion? OK, good start. But isn't inclusion about more than just being inside, not outside. Isn't it about being treated well, thought about when you're not there?

Jaz and Lucy have been working together and separately on a range of Diversity and Inclusion projects over the last three years.

They'd like to share some of their findings and some top tips that you can bring into your organisations without feeling like you have to change the world.

Lucy Caldicott – Founder, ChangeOut

Jaz Nannar – Fundraising Consultant

15.00

Culture: Save the Children UK's cultural turnaround

This session will provide a case study of Save the Children UK's journey to refresh our culture to create a safe, diverse and inclusive organisation. From Trustees to staff, we've implemented a change programme to address historical issues and make us a fit for purpose organisation.

Gemma Sherrington – Executive Director of Fundraising and Marketing, Save the Children UK

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