

Individual Giving Conference



October 17th 2024
12pm – 4pm BST

Online



LIVE

ROOM 1: INSIGHTS & PEOPLE

WELCOME 12:00

- | | |
|-------|---|
| 12:10 | 2024 Wrapped: Insights to Prepare for the Year Ahead
– Lizi Zisper, Bluestate |
| 12:45 | 10 Tactics for Jump Starting a Stalled Digital Fundraising Program – Holly Paulin, Broccoli |
| 13:15 | BREAK |
| 13:30 | Staff Changes and Strategy: Keeping Things on Track |
| 14:05 | Competition or Collaboration: Finding Relevance to Stand Out from the Crowd |
| 14:35 | BREAK |
| 14:50 | Starting from Scratch: Launching and Refreshing Your IG Programme |
| 15:25 | Unlock the Full Potential of Your CRM: Strategies for Success |
| 16:00 | CLOSING THOUGHTS |

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ROOM 2: ACQUISITION

WELCOME 12:00

12:10 How to Recruit More Individual Giving Donors
– Open

12:45 Appeal Case Study

13:15 BREAK

13:30 Fundraising Integration on a Shoestring: Case Study
– Alex Baker & Charity Guest

14:05 Maximise Your Appeals – Muna Hussien, Raisely

14:35 BREAK

14:50 In-Memory Fundraising

15:25 Diversifying Acquisition: F2F, Digital, and Cold Campaigns

16:00 CLOSING THOUGHTS

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ROOM 3: RETENTION

WELCOME 12:00

12:10

Enhancing Donor Relationships through Strategic Engagement
– MoreOnion

12:45

To be announced

13:15

BREAK

13:30

Fundraising and Retention with Instagram – SocialSync

14:05

Behavioural Science: Ethical Application and Key Opportunities

14:35

BREAK

14:50

Case Study: Effective Retention in a Digital World

15:25

To be announced

16:00

CLOSING THOUGHTS

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