

Individual Giving Conference



October 17th 2024
12pm – 4pm BST

Online



LIVE

ROOM 1: INSIGHTS & PEOPLE

WELCOME 12:00

12:10 **UK Giving Behaviours 2024**
– Anjali Bewtra, Blue State

12:45 **10 Tactics for Jump Starting a Stalled Digital Fundraising Program** – Brock Warner, Broccoli

13:15 **BREAK**

13:30 **Small Charity Focus: How Action Tutoring Save Time And Energy With AI** – Molly Cottrill

14:05 **8 Tips To Optimise Your Digital Donation Forms**
– Martin Gill, HomeMade Digital

14:35 **BREAK**

14:50 **Individual Giving Career Workshop**
– Live Q&A with Seema Choudhury

15:25 **Effective Use of Data & the CRM for Audience Engagement**
– Stuart McCoy

16:00 **CLOSING THOUGHTS**

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ROOM 2: ACQUISITION

WELCOME 12:00

12:10

Going The Distance – Lessons From Year Three Of The sector s
Leading Capital Appeal – Tim Longfoot, Open & Chloe Shields GOSH

12:45

How To Buy A Helicopter In 6 Weeks!
– Anna Purland Head of IG at Kent Surrey Sussex Air Ambulance

13:15

BREAK

13:30

Starting From Scratch: Launching And Refreshing Your IG
Programme – Simon Sriver

14:05

Growing Your Peer To Peer Campaigns – Engage More Donors And
Raise More Money – Muna Hussen, Raisely

14:35

BREAK

14:50

Supporter Welcome Journeys: Top Tips To Build Strong Donor
Relationships – Claire Donner, More Onion

15:25

Increase Your Online Donations with Behavioural Science
– Vicky Reeves, goDonate

16:00

CLOSING THOUGHTS

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ROOM 3: RETENTION

WELCOME 12:00

12:10 Is Your Email Strategy Holding Back Your Individual Giving Potential?
– Alex Fearon

12:45 Building Your Stewardship Programme From The Ground Up
– Paul Taylor, JustGiving

13:15 BREAK

13:30 How Charities Can Leverage Pop Culture To Engage Persuadable Audiences – Zoe Dawson

14:05 Mind's Everlasting Forest – An Insight-Led In Memory Fundraising Product – Sarah Smith, MIND

14:35 BREAK

14:50 You Are Not Making Enough Money Online!
– Eoghan Beecher

15:25 Breaking The Mould: How To Avoid Mediocre Direct Mail And Get Results – Sinéad Chapman

16:00 CLOSING THOUGHTS

LIVE & ON DEMAND