

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, 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

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 & Suffolk Mind

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 Diversifying Acquisition: F2F, Digital, and Cold Campaigns

16:00 CLOSING THOUGHTS

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ROOM 3: RETENTION

WELCOME 12:00

12:10 In-Memory Fundraising

12:45 To be announced

13:15 BREAK

13:30 Fundraising and Retention with Instagram
– David Boorman, SocialSync

14:05 Behavioural Science: Ethical Application and Key Opportunities

14:35 BREAK

14:50 Case Study: Effective Retention in a Digital World
– iRaiser

15:25 To be announced

16:00 CLOSING THOUGHTS

LIVE & ON DEMAND