

# Face-to-Face Fundraising Conference



April 23rd 2025  
12 – 4pm BST

Online 



## ROOM 1

WELCOME 12:00

12:10 We Benchmarked 100,000 Donors: Here's What We Learned About Attrition – Liam McEntegart, REAL Fundraising

12:45 Fireside Chat: Trends And Insights To Maximise Income From Donor Retention – Josh White, Oxfam

13:15 BREAK

13:30 Your F2F Strategy: How To Set, Measure, And Support Your Growth Goals

14:05 Case Study: To Be Announced

14:35 BREAK

14:45 To Be Announced

15:20 Working With External Agencies For F2F Success

15:50 CLOSING THOUGHTS

LIVE & ON DEMAND

# Face-to-Face Fundraising Conference



April 23rd 2025  
12 – 4pm BST

Online 



## ROOM 2

WELCOME 12:00

12:10 The Art of Conversation

12:45 Compliance For The Modern F2F Fundraiser

13:15 BREAK

13:30 Managing F2F Perceptions: Internal Relationships And Public Complaints

14:05 How To Set Up Your In-House Face To Face Team

14:35 BREAK

14:45 How To Ethically Grow Your Face To Face Channel

15:20 How To Recruit And Train Skilled And Confident F2F Fundraisers

15:50 CLOSING THOUGHTS

LIVE & ON DEMAND