

Individual Giving Conference


fundraising
everywhere

October 19th 2023
12pm – 4pm BST

Online 

LIVE

ROOM 1

WELCOME 12:00

12:10

Reimagining Fundraising: How to Unlock More Gifts with AI
– John Roberts, Head of UK at Dataro

12:45

Entering the AI Era! – Joel Mills, Associate Professor of Academic Leadership and Head of Learning and Teaching at BPP Education

13:20

BREAK

13:35

Fundraising in a Perma-Crisis: The View From Supporters
– Steven Dodds, Managing Director & Paul Seabrook, Founder and CEO at Beautiful Insights

14:10

How to Find New Donors: Panel Q&A with UK Charities
– Caoileann Appleby (Ask Direct); Tiwa Odukoya (Save the Children) & Oscar Lester (Peace Direct)

14:40

BREAK

14:55

An Integrated Campaign Masterclass: Great Ormond Street's Build It. Beat It. Campaign – Amy Hutchings, Creative Strategy Dir. at Open & Chloe Shields, Senior Fundraising Strategy & Planning Manager at GOSH

15:30

10 Charity Campaigns to Inspire You – Oli Beldham, Customer Success Manager at JustGiving

16:00

CLOSING THOUGHTS

LIVE & ON DEMAND

Individual Giving Conference



October 19th 2023
12pm – 4pm BST

Online



ROOM 2

LIVE

WELCOME 12:00

12:10

More is More: Growing Your Individual Giving Digital Product Portfolio
– Eoghan Beecher, Country Manager (UK & Ireland) at iRaiser

12:45

More, More, More: Using data to predict, personalise and uplift donors' gifts and convert one-off donors to regular givers – Muna Hussen, UK Lead at Raisely

13:20

BREAK

13:35

How to Boost Supporter Engagement & Delight Donors With Innovative Fundraising Technology – Tom Presland, Business Development Manager at GWD

14:10

Which Baskets Are Right for my Social Media Eggs? – Athar Abidi, Head of Social Media at CRUK

14:40

BREAK

14:55

Order From Chaos: How Oxfam Developed & Successfully Maintained In-House Telefundraising During COVID – Alex Mackain-Bremner, Telefundraising Specialist at Oxfam

15:30

Insights into Faithful Donors – Irshad Osman, Lori Reesor & Ann Rosenfield

16:00

CLOSING THOUGHTS

LIVE & ON DEMAND

Individual Giving Conference



October 19th 2023
12pm – 4pm BST

Online



ROOM 3

LIVE

WELCOME 12:00

12:10 **Match Funding to Multiply Impact** – Bethany Duxbury-Campbell, Marketing and Comms Manager & Sahil Shah, Key Partnerships Manager at Big Give

12:45 **Optimise Your Online Donation Experience** – Martin Gill, Co-founder and Managing Director & Alex Mellor, Account Director at HomeMade Digital

13:20 **BREAK**

13:35 **Five Mistakes to Avoid in Designing & Implementing Supporter Journeys** – Craig Linton, Director of The BINGO Solution & Founding Member of The Supporter Experience Collective

14:10 **How to Get People to Care** – Tim Kachuriak, Chief Innovation & Optimization Officer at NextAfter

14:40 **BREAK**

14:55 **Launch a Memory – Innovation for Acquisition, Conversion & Retention of Donors** – Lauren Poole, Senior Marketing Manager at RNLI

15:30 **Small Tweaks of the Dial: Using the Phone to Elevate Supporter Experience & Improve Campaign Efficiency** – Abena Bentum, Head of Committed Giving & Leigh Hesketh, Senior IG Manager at GOSH

16:00 **CLOSING THOUGHTS**

LIVE & ON DEMAND