

10.00 – 11.00
Preparing for the GDPR

The general data protection regulation (GDPR) comes into effect in May 2018. This session will cover key questions fundraisers are asking about GDPR, including:

- will consent be the only lawful basis for processing fundraising data?
- what will count as valid consent under the GDPR? Is an 'opt in' needed for everything?
- what information needs to be given in privacy notices?
- when and how should charities contact their existing donors?

Carla Whalen, Associate, Russell-Cooke Solicitors

11.15 – 12.15:
Keeping a grip on fundraising: A guide to trustee duties

At this session the Charity Commission explore:

- the duties of trustees and fundraising
- a mix of law 'must do' and 'should do' guidance and best practice
- an interactive session looking at resources to support trustees in their role and how the commission regulates

Nick Mott, Deputy Head of Guidance and Practice, Charity Commission

10.00 – 12.15 Masterclass
How to redefine your supporter journey

Why has no charity ever been able to deliver an effective supporter journey? Because it's missing vital data from its CRM. You will leave session knowing what that data is and how to apply it:

- supporter identity (why they give)
- supporter commitment (strength of relationship and what causes it)
- supporter experience (what it's like to support you, moment by moment) and how to uncover and deliver on them.

Charlie Hulme, Managing Director, DonorVoice



10.00 – 11.00
All you ever wanted to know about running a successful legacy campaign

This session is for those whose efforts at legacy fundraising have, at best, been indifferent. It is the most important source of charity income, so ignore it at your peril. Don't miss this action-packed, how-to-do-it session where you'll learn:

- how to front the campaign and how to deal with volunteers and staff
- writing copy that pleases your donors and using all the media you'll need for a successful campaign
- the importance of those who pledge

Prof Stephen Pidgeon, Consultant

11.15 – 12.15:
Diversifying your income stream

Send a Cow will share their experience of:

- the background and benefits of matched giving and the big give model
- case studies showing how Send a Cow used these effectively
- The use of match funding across fundraising streams
- The lessons learned

Vickie Wood, Head of Individual Giving, Send a Cow

10.00 – 11.00
Trends in charity retail

Charity retail is undergoing the biggest revolution in its history. Just look at the high street and think of all the great brands that have disappeared from Woolworths, to BHS, from Austin Reed to Comet. Today charity retail is definitely being affected by the retail revolution and only those charities who understand how to not just survive but thrive in these changing time will generate the additional revenue that is available.

Barry Moles, Managing Director Skyline Business Services

11.15 – 12.15:
Putting supporters at the heart of your digital fundraising

Get more from digital by learning what works best for your supporters. Covering:

- adding user research into your online fundraising
- using web analytics to learn more about supporters
- how research and testing can increase the effectiveness of your website and your fundraising income

Ruth Smyth, Insight and Planning Director, BoldLight

10.00 – 12.15 Masterclass
Presentation skills

As a fundraiser, you may be asked to develop and make presentations to a range of audiences, from local community groups to local businesses. This session is designed for fundraisers who have to make presentations to potential funders and / or donors as part of the solicitation process.

This session will cover:

- understanding your audience and essential preparation tips
- developing interesting content - balancing evidence with emotion
- dealing with nerves and anxiety

Kathy Roddy, Fundraising Consultant



12.30 - 13.30

Is your charity ready for GDPR?

Join our panel of sector leaders to discuss:

Chaired by Jay Kennedy (Director of Policy and Research at DSC)

Confirmed Speakers Carla Whalen, Associate, Russell-Cooke Solicitors
Gerald Oppenheim, Head of Policy and Communications, The Fundraising Regulator

There will be a third panelist, so look out for further updates

13.30 - 14.15 Lunch & Networking

14.15– 16.30 Masterclass
Fundraising codes of practice and regulations

A lot has happened over the last two years since the 'Olive Cooke' story precipitated significant developments in fundraising regulation. This session will look briefly at the media context before focussing in more detail on the most significant regulatory changes and issues.

This session will cover:

- the media storm and media approaches to fundraising
- key regulatory issues around data protection (including direct marketing and prospect research)
- getting ready for the GDPR - what you need to consider

Kathy Roddy, Fundraising Consultant

14.15 – 16.30 Masterclass
Motivating stakeholders on the right journey

This session will cover how to build long-term charity marketing partnerships. The four take-outs for delegates:

- identifying and motivating audiences and stakeholders
- using micro targeting with social media to create positive impact
- how to build long-term innovative partnerships for change

Giles Robertson, Founder, Green Banana Marketing

14.15– 16.30 Masterclass
Social Impact Measurement (SIM) in the real world

We all think we do great work. But do our funders, supporters and beneficiaries know this? How do you know? Explore the practicalities and uses of social impact measurement and reporting. What can you measure and what can you do with those measurements?

The session will cover:

- uses for SIM
- direct and indirect measures
- examples of effective and ineffective SIM and reporting

Rob Foster, Senior Consultant, Red Ochre

14.15 – 16.30 Masterclass
Digital Fundraising: planning your strategy and squeezing the most from each channel

Discover how to harness the power of digital marketing to drive your fundraising goals. With so many digital routes at your fingertips including SEO, Search Advertising, Display Advertising and Social Media Advertising it can be daunting deciding where to invest time and money. Learn what really works best for charities. This session will cover:

- how to develop an effective digital fundraising strategy - from target setting to media selection
- getting the most from each channel
- establishing effective tracking to optimise for success

John Onion, Director, upriseUP

14.15 – 16.30 Masterclass
Beyond the A-Z of proposal writing

This session will explore how to write an emotive, memorable proposal that will pack a punch and give your bids a competitive edge. Take your bid writing to the next level and get rid of that writer's block.

This session will cover:

- how to tell your unique story within the dreaded word count
- designing a compelling yet deliverable project
- how to convey urgency

Katie Rabone, Director, Fundraising Action Limited



16.45 – 17.45
Fundraising and Campaigning

Experience suggests that fundraising and campaigning are not always happy bedfellows.

This session will cover:

- principles that can help align fundraising and campaigning
- case studies from charities that have made this work
- a look to the long term and what integrated campaigns will look like

Sue Tibbals, Chief Executive Officer, Sheila McKechnie Foundation

16.45 – 17.45
Fundraising: no longer your dirty secret

The last two years has seen fundraising come under media scrutiny and distrust. We need to find ways to overcome this.

This session will cover:

- the importance of working with internal teams outside of fundraising
- developing processes that can give senior figures faith in your fundraising
- providing your peers in other departments a better understanding of what you do

Samuel Butler, Director of Fundraising and Communications, Tibet Relief Fund

16.45 – 17.45
Developing community fundraising

Many charities are taking a new interest in community fundraising, both as a response to the decline in statutory funding and greater competition for trust funding. The session is ideal for those who wish to develop community fundraising in a strategic way:

This session will cover:

- the advantages and challenges of community fundraising
- looking at volunteer and donor motivations
- from community support to long term donor (multiplier effect)

Kathy Roddy Fundraising Consultant

16.45 – 17.45
Splat! I just dropped my ice-cream: The role of emotion in storytelling

The stronger you convey emotion and storytelling in your video, the more likely your audience will react to it.

This session will cover:

- the magic of 'story, emotion & video'
- what is the 'feeling' filter and why you should care
- examples of home runs and complete wipeouts with emotional storytelling

Ravinol Chambers, Producer and Director of Be Inspired Films

16.45 – 17.45
The psychology of bid writing

Leave with useful insights into the psychology of writing and advice from some of the most significant funders in the country.

This session will cover:

- how to write an emotive, compelling and memorable bid within the dreaded word count
- learn what funders 'really' want to read in bids
- take the pain out of the process and unleash your inner author!

Katie Rabone, Director, Fundraising Action Limited

17.45 Wine and Networking

9.30 - 10.30

Doing the right thing in fundraising - why it's harder than you might think

Many fundraisers have a sense of what is unethical in their profession. But what seems unethical for one fundraiser may feel like appropriate behaviour for another. This session will:

- explore ethical dilemmas in fundraising
- work through problems with a new ethical decision making framework
- give fundraisers more confidence in justifying what they think is the right course of action

Ian MacQuillan, Director, Rogare: The Fundraising Think Tank

10.45 - 11.45:

How to become a successful fundraiser

Bernie has raised over £39.8 million pounds for his charities over the past 30 years. In this session you will learn:

- how social media is the best way to connect with existing and new donors
- why you shouldn't ask for money
- how research and testing can increase the effectiveness of your website and your fundraising income

Bernie Hollywood OBE, Entrepreneur and Philanthropist

9.30 - 11.45 Masterclass

Developing excellent corporate partnerships

There is so much to learn from award-winning partnerships between corporations and charities. We'll put the charities who've had success in their corporate partnerships under the microscope to discover how we can be inspired to take our own corporate partnerships to the next level.

This session will cover:

- analysis of examples of inspirational award winning corporate partnerships
- how to maximise the benefits and impacts of corporate partnerships
- developing outline concepts for a range of charities

Valerie Morton, Freelance Fundraiser and Consultant



9.30 - 11.45 Masterclass

Working with third parties

By spending more time with your agency and their staff, and understanding the challenges that you both face, a more successful way of working can be developed to benefit everyone.

This session will cover:

- embedding your values in the campaign, and creating safeguarding policies and processes
- creating succinct fundraising propositions and gathering data including supporter's feedback
- taking that insight, listening, learning and building better communications to increase donor retention

Samuel Butler, Director of Fundraising and Communications, Tibet Relief Fund



9.30 - 11.45 Masterclass

Boost your digital fundraising

With face to face and tele-fundraising ever less acceptable to the public, getting on top of digital fundraising has never been more important, or more urgent. Yet so few charities are using it effectively to get return on their time investment - and they're not alone.

This session will cover:

- why charities aren't making an ROI on digital fundraising
- what digital fundraising can actually deliver
- what you can do to boost your digital fundraising income

Matt Haworth, Co-founder, Reason Digital

9.30 - 10.30

Kick starting major donor fundraising

This session draws on Money Tree Fundraising's practical experience of working with small charities to kick-start major donor programmes. It will include:

- the pros and cons of investing in this method of fundraising
- where to look for potential major donors and identifying them from your existing supporter base
- cultivating and managing donor prospects
- making the big ask

Mike Bartlett, Senior Consultant, Money Tree Fundraising

10.45 - 11.45

Does the shoe fit? Which video platforms are right for you?

We all love going to social media and you'll be better placed to build lasting relationships. This session will cover:

- which video social media platforms to use along with their pros and cons
- focusing your efforts on the platforms that work for you
- how to build trust and rapport through consistent curated content

Ravinol Chambers, Producer and Director, Be Inspired Films

12.00
- 12.45

In the wake of the Grenfell Tower disaster and recent terror attacks, does the UK need a Domestic Disasters Emergency Committee to coordinate donations & charities' response?

Join our panel of sector leaders to discuss:

Chaired by Jay Kennedy (Director of Policy and Research at DSC)

Confirmed Speakers Rob Williamson - Chief Executive, Community Foundation Tyne & Wear and Northumberland
Mark Astarita OBE - Executive Director of Fundraising, British Red Cross

12.45 - 13.30 Lunch & Networking

13.30 - 15.45 Masterclass

Creating better Boards

In this session we will look at the role of charity trustees and consider the steps that can be taken to maximise board effectiveness, and evaluate how this can improve your fundraising.

This session will cover:

- the ineffective board and how to recognise it
- what makes an effective/enabling board?
- good governance practices

Pilotlight (speaker TBC)

Pilotlight helps ambitious charities and social enterprises thrive by harnessing the skills of business leaders



13.30 - 15.45 Masterclass

Future fundraising: the latest digital trends and tools

We'll explore the latest digital donor trends, tools and practical techniques you can use now - or in the near future - to raise more funds and acquire supporters digitally.

This session will cover:

- how developments by Facebook are set to drive more donations from social media
- how new technologies, like artificial intelligence, could be used to boost income
- the latest digital fundraising innovations by charities around the world that are delivering real fundraising events

Matt Haworth, Co-founder, Reason Digital



13.30 - 15.45 Masterclass

Six step guide to successful crowdfunding campaigns

Crowdfunding is a great opportunity for all UK charities, regardless of size. It's the why and how you choose to use it that makes all the difference.

Bernie will demonstrate how you can tap into the Crowdfunding space and secure your share of this growth funding area moving forward. You will also be provided with a blueprint on how to construct and launch a successful Crowdfunding campaign.

This session will cover:

- the 5 P's and how to use them
- how and why success breeds success
- the importance of feedback, the breakfast of champions

Bernie Hollywood OBE, Entrepreneur and Philanthropist



13.30 - 15.45 Masterclass

The top 3 tips for winning grants from funder

Are you passionate about taking your funding applications to the next level? Are you keen to develop lasting partnerships with key stakeholders that invariably results in success for your charity or project? Then come along and learn three keys that are crucial for all serious bid writers.

This session will cover:

- how to put together bids that impact
- where to find the best funders for your projects
- what happens next whether it goes well or not so well

Carol Akiwumi, Social Impact Entrepreneur and Fundraising Consultant



13.30 - 15.45 Masterclass

Fundraising Event Management

We all love going to a great event. However, there is a lot that goes on behind the scenes of running and managing a successful event that meets its objectives, and leaves people wanting more.

This session will cover:

- what ingredients are essential in managing fundraising events
- how to effectively incorporate events in the fundraising mix
- what preparation and planning is needed
- importance of having realistic and measurable objectives

Layla Moosavi, Freelance Consultant



16.00 - 17.00

Basics of effective fundraising

Does your fundraising target sometimes feel like an unassailable mountain? Not sure where to start?

This session will give you the fundamentals you need in order to:

- develop a simple fundraising strategy
- work out who you should be targeting
- make your ask in a way that gets results

Ben Wittenberg, Director of Development and Delivery, Directory of Social Change



16.00 - 17.00

Great fundraising events: from experience to transformation

In this session we unveil the results of the first comprehensive study of critical success factors. We'll look at how new and innovative event ideas are generated, screened and ultimately operationalised by organisations in the USA and UK.

This session will cover:

- what differentiates between a good and an outstanding fundraising event
- how to actualise the full potential of fundraising events
- what changes can be made to your charity special events model to achieve the greatest impact?

Harriet Day, Projects Assistant, Plymouth University



16.00 - 17.00

Individual giving: the how's and the why's

Individual giving is a vital income stream, so why are so many charities getting it wrong? Is a supporter a customer? And is the relationship with a charity more than just a transaction? Come along to find out.

This interactive session will cover:

- setting up an individual giving scheme
- building a supporter base
- group discussion and the opportunity for a Q&A

Paul Fleming, Fundraiser



16.00 - 17.00

Diversity in fundraising

Inclusiveness is an essential source of profit, vitality and strength for all organisations.

This session will cover effective and sustainable methods for:

- implementing diversity strategies that work
- recruiting and retaining talent from diverse backgrounds
- producing creative and engaging resources that appeal to a wide range of supporters

Carol Akiwumi, Social Impact Entrepreneur and Fundraising Consultant



16.00 - 17.00

Think outside the box when running out of funding options

Fundraising is competitive and we need to find creative solutions to generate more funds.

This session will cover:

- understanding our organisation effectively to explore its existing skills base and resources that could help generate funds
- how to effectively showcase what we have to offer externally
- trainer's own examples of how existing resources have been used to generate funds

Layla Moosavi, Freelance Consultant

