

**KEY UPDATES TO THE SECTOR**

**Fundraising & GDPR: 6 months on**

New rules on processing personal data came into effect on 25 May. What impact have the changes had on fundraising?

This session will:

- Provide a refresher on fundraisers' responsibilities under GDPR
- Look at some examples of how charities have changed their approach to personal data in their work
- Explore with delegates what challenges remain and how these can be overcome.

**Gerald Oppenheim & Stephen Service, Fundraising Regulator**

**CONNECTING WITH YOUR DONORS**

**Major giving: how to engage and build long-term relationships**

Philanthropy is evolving; providing new opportunities and challenges. This session will cover:

- Major trends to watch
- What modern donors really want and how to engage them in the long term (with insights from I.G.'s acclaimed 'What Donors Want' podcast)
- Top tips for a successful major giving strategy and team.

**Emily Collins-Ellis, I.G. Advisors**

**DEVELOPING YOUR FUNDRAISING SOURCES**

**Diversifying income streams**

Identifying new income sources is an important part of developing a sustainable funding strategy. This interactive session will focus on:

- Understanding different types of income-generating activities
- Innovative examples of how charities generate income
- Taking the first steps to identify the unique income-generating opportunities for your organisation,

**Leesa Harwood, Fundraising Consultant**

**STRATEGIC THINKING & MEASURING IMPACT**

**Fundraising strategy – from dusty tome to an essential and agile fundraising tool**

A fundraising strategy should provide a robust evidence base and a solid platform from which to innovate.

This session will cover:

- How to involve all your stakeholders in the process
- Examples of best (and could do better) practice from across the sector
- How to developing a meaningful document, bespoke to your organisation.

**Katie Rabone, Consultant**

**KEEPING UP IN A DIGITAL WORLD**

**Google analytics data can help you improve your online fundraising**

Google Analytics is a very powerful tool for understanding how supporters engage with your website. The session will teach you to:

- Understand in detail what content has persuaded your supporters to donate
- Learn what to improve with your donation forms
- Create dashboards and visualisations for your teams, senior management and trustees.

Bring your laptop to this session.

**Glyn Thomas, Freelance Digital Communications Consultant**

**12.00 – 13.00 LUNCH AND NETWORKING**

**Trustees and fundraisers**

Looking at why and how trustees can support fundraising for their charity.

With two experts we look at:

- Why the trustees are the trigger for a culture of fundraising within any organisation
- What it means to be involved in fundraising (spoiler alert – it doesn't have to involve asking for money).

**Victoria Ward, British Youth Council & Samuel Kasumu, Inclusive Boards**

**Creativity in legacy fundraising**

With legacies anticipated to grow dramatically, interest in legacy fundraising is very high. How can you make your approach stand out, and meet donor needs?

This session will cover:

- A summary of key motivations for legacy giving
- Examples of innovative campaigns
- How to create exciting campaigns of your own.

**Claire Routley, Consultant, Legacy Fundraising**

**Maximising your income through Gift Aid**

HMRC has found that Gift Aid donations are worth an estimated £8.9bn in income for charities. Make sure you are claiming your share. In this session you will learn:

- How to make sure your claims are valid
- What you need to obtain and store donor consent
- The latest updates on Gift Aid Small Donation Scheme and Online Giving claims.

**Charity Finance Group**

**Crowdfunding good causes**

Crowdfunding is rapidly changing how everything from personal loans to start up investment is financed. This session will:

- Provide insights from Nesta research on the opportunities and challenges in crowdfunding
- Discuss how institutional funders can help good causes make the most out of crowdfunding, through matched crowdfunding schemes
- Share best practices.

**Jonathan Bone, Nesta & guest speaker**

**The Charity Digital Code of Practice**

Explore what the newly launched code means for charities and seize the opportunities digital can offer. This session will cover:

- Key points from the code and what charities need to do about it
- Case studies of charities using digital to their advantage
- Action planning to help your charity take digital to the next level.

**Zoe Amar, Zoe Amar Digital**

**Safeguarding for fundraisers**

Over the last year the need for all charities to have effective approaches to safeguarding across all of their activities has become increasingly clear. This session will highlight how effective safeguarding can support positive fundraising and:

- What safeguarding is
- Why it is everyone's business
- What steps fundraisers can take to make it part of their everyday practice.

**Richard Powley, Age UK**

**Fundraisings events – what you need to know**

This session will help charities way up the opportunities and risks of Special Events. Sharing real life case studies of how you can build new events from scratch with low resource while always keeping an eye on net income. You will leave this session:

- With a better understanding on whether special events is right for your charity
- A clear idea of how to build a new special event within an organisation
- Awareness of the possible pitfalls.

**Paul McKenzie, Battersea Dogs & Cats Home and guest speaker**

**Corporate partnerships – pitching to win**

Understanding your audience, using the right vocabulary and having the right presentation skills will make you fully armed and prepared when approaching a company.

The session will cover:

- How to find, cultivate and develop great corporate partners to create a lasting value
- Catching the attention of CSR teams in a highly competitive environment
- Successful corporate partnership propositions.

**Juliet Cockram Agnew, I.G Advisors**

**How to report impact effectively to retain and recruit new donors**

Charities are under increasing pressure to report their achievements to stakeholders, but knowing how best to do this can be a bit of a minefield.

This session will cover:

- How to measure impact and gather necessary data
- What to report and what information to include
- Tools to effectively communicate your impact.

**Olivia Barker, Kids Club Kampala**

**Storytelling**

How does storytelling bring our cause to life and inspire donors to take action? This session will guide you through a writing process in:

- Extracting narrative routes from case study notes
- Applying shopping lists and asks to inspire donor action
- Crafting together we craft a direct mail appeal through telling stories.

**Sian Norris, Journalist**

**Diversity and fundraisers**

Looking at why and how diversity is essential to fundraising. With two experts we look at:

- Why diversity and inclusion is important in fundraising and how it can help
- What benefits diversity and inclusion brings to an organisation
- Best practices to combat current challenges.

**Asif Sadiq MBE, Ernst and Young Samuel Kasumu, Inclusive Boards**

**Individual giving – a sustainable source of income**

In 2016, individuals made up 65% of income for charities across the sector. This session will cover why individuals are the most secure source of income for your charity and will look at:

- How to retain donors
- How to be a donor-focused fundraiser
- Donor engagement ideas that you can do tomorrow.

**Victoria Ward, British Youth Council**

**Fundraising without borders – lessons from around the world**

There are exciting things happening in the fundraising world, offering inspiration and opportunity for UK fundraisers.

This session will cover:

- Examples of best fundraising practice from around the world
- Challenges and opportunities for UK charities looking to raise funds internationally.

**Bill King, International Fundraising Consultancy**

**Integrating fundraising into your organisation**

How do you optimise your fundraising team to best serve your organisational strategy and structure? This session will explore:

- Whether the traditional fundraising structure is the right model for your charity
  - Where to position fundraising in your organisation,
- This session is for CEO's and those that make strategic decisions.

**Leesa Harwood, Fundraising Consultant**

**Social media on a shoestring**

We have all seen successful social media campaigns from charities that can afford agencies and advertising.

This session will show how small charities are getting great results from social media without big budgets, covering:

- Case studies where organisations are achieving results without spending a penny
- Free tools and resources available to charities to improve the effectiveness of their social media.

**Mandy Johnson, Small Charities Coalition**

## DIFFERENT WAYS TO CONNECT

### Corporate partnerships – pitching to win

Before you approach any company, you will need to be fully armed and prepared. This session will cover:

- How to prepare for a corporate pitch
- Crafting your 'ask', understanding your audience and using the right vocabulary
- Pitch practice and feedback from a *Dragon's Den* style panel.

**Juliet Cockram Agnew, I.G Advisors**

## WORKING WITH YOUR DONORS

### Donor Love – what are your donors going through?

Every interaction is an opportunity to strengthen relationships and grow fundraising. But with no time or money how do you give supporters the experience they deserve? What are they really going through?

- How to build amazing relationships and keep supporters giving
- Tips on putting donors first
- Reflect on your organisation.

**Simon Scriver CRFE, Fundraising Consultant**

## UNDERSTANDING YOUR DONORS

### Crowdfunding: running successful campaigns

You will learn what is needed to run a successful campaign, by getting you to take the role of both the donor and the campaign organiser, focusing on:

- Which platform is best for you
- What information donors respond to
- Who to reach and how to expand your crowd
- How to best communicate your campaign
- When to run your campaign for heightened chance of success
- How to turn one-time crowdfunding backers into recurring donors.

**Jes Bailey, Crowdfund 360**

## PERSONAL DEVELOPMENT

### Transformational leadership in fundraising – tips for personal effectiveness and income growth

Great leaders are made, not born. As the fundraising landscape evolves, teams that excel will be led by transformational leaders. Transformational leaders adapt seamlessly to change, innovate and grow income from diverse sources. This session will cover:

- How transformational leadership works
- Why it's important
- How to overcome the most common leadership challenges
- What you need to do next.

**Carol Akiwumi, Fundraising Consultant**

## KEEPING UP IN A DIGITAL WORLD

### The power of storytelling

Stories aren't just fun – they're essential to what makes us human. The right story can shift attitudes, sell products and swing elections. By understanding the role storytelling has played in human evolution, we can learn how to identify and craft highly effective messages. This session will cover:

- What stories are and why they are so important to us
- How to harness the power of stories
- Practical tips to make your content more shareable.

**Joe Hall, Catsnake**

## 12.00 – 13.00 LUNCH AND NETWORKING

### Legacy quick wins – how to develop an instant legacy strategy

Legacy income is growing fast, especially for smaller charities. Donors, service users and volunteers want to let their support live on through their legacy. This session will cover:

- Developing key phrases to integrate into all communications
- Developing a simple legacy vision
- What to do to encourage people to ensure they leave your charity a gift in their Will.

**Richard Radcliffe, Radcliffe Consulting**

### Innovation and service delivery

While large charities incomes continue to increase, what can small charities do to continue to survive? We will explore what smaller charities can learn from larger organisations:

- Examples and case studies of charities that have done this well
- Learning from innovators
- How to translate your ideas into reality.

**Helen Lang, Innovation Unboxed**

### How to make the most of your corporate partnerships

As a charity, what can you learn from your corporate partner. This session will ask:

- How can your corporate target add value to your organisation
- What skills are you missing and how can they help you?

**Jessica Reddy, Deloitte  
Robert Powell, Weil, Gotshal & Manges LLP**

### Fundraiser Self-Care & Mental Health

Well-being and happiness is key. The donors and your beneficiaries are the heroes. But what about you and your unique mental and emotional challenges?

- How to feel more supported in your role
- Getting co-workers and non-fundraisers on-side
- Tips and tools to mind yourself.

**Simon Scriver CFRE, Fundraising Consultant**

### Make your emails work harder

Email has been the savvy digital marketers channel of choice for years, but charities struggle to match the success of their commercial counterparts. Join this session for tips on:

- How to build an engaged email list
- Inspiration for how to make sure that your hard-earned subscribers keep giving.

**All Walker Davies, Open Creates**

### Community Fundraising – how to develop a fundraising campaign

With marketing techniques becoming more expensive and under greater scrutiny why not look to your community fundraising program to help attract and develop meaningful relationships with your supporters. How can your organisation build a team of passionate supporters to raise money and awareness on your behalf. The session will cover:

- Setting campaign goals
- Identifying and exciting your most passionate fundraisers
- How to create an online fundraising platform.

**Ian O'Reilly, Fundraising Consultant**

### Effectiveness – simple ways to make your data work better for you

As budgets become tighter and the climate becomes tougher, measurement is an essential mechanism to demonstrate impact, raise money and to learn. This session will provide:

- Advice on how to make sure your measurement aligns with what you do
- Frameworks to help you map out what you want to capture and why
- Examples of online tools to data capture, analyse, and the presentation of your data more effectively.

**Helen Lang, Innovation Unboxed**

### Developing your major donor fundraising programme

Major donors can provide a sustainable, high net income for charities of all sizes. This session will cover:

- How to get internal buy-in for your programme
- How to identify potential donors for your cause
- How to take donors on a journey to secure your next big gift.

**Amy Metcalf-McQueeney, Battersea Dogs & Cats Home and guest speaker**

### How to have difficult conversations with supporters

Learn how to start to have honest, spin-free conversations that build trust even when things are going wrong. This session will cover:

- What supporters are looking for in difficult situations
- Methods you can use to construct trust-building messages
- What your organisation can do to help you have difficult conversations.

**Kim Van Kierk, Consultant**

### Creative campaign tactics

How to develop participatory campaigns that engage supporters in a meaningful action, including:

- Building an engagement pyramid that goes 'beyond the first click' to further engagement
- Linking online and offline action
- Exploring full potential of people-powered tactics, from digital volunteering to distributed organising.

**Gautam Raju & Gabriel Davalos, Purpose**

### Psychology of giving

This session will leave you with insights from fundraising psychology about what motivates people to give as well as:

- How to apply these findings in your organisation
- What language 'triggers' the action of giving
- Why giving is contagious and how reciprocity plays a part in securing donations.

**Katie Rabone, DSC Associate**

### The importance of an ethical approach to fundraising

Can any charity afford to compromise its values? This session will cover:

- Lessons from recent fundraising 'scandals'
- How to use your leadership to help you navigate changing expectations
- How to retain supporters' trust in a climate of media scrutiny and public scepticism.

**John Williams, Association of Chairs**

### Using phone and mobile to fundraise & engage

Learn how the phone can be used to engage supporters, develop relationships and raise funds. From voice calls to SMS, PSMS and monthly mobile giving. This session will cover:

- Integration of phone and SMS with other channels to optimise your fundraising
- Phone and SMS as an engagement
- PSMS and monthly giving through your mobile.

**Bethan Francis, Consultant**

### What *Cool Runnings* taught us about building a winning team

With increased fundraising targets and competing workloads, navigating the different personality types, working styles and general quirks other people bring can feel like a minefield. This session will cover:

- How to build more effective working relationships
- Communication techniques for influencing and persuading others
- The need to create a unified vision.

**Ceri Sunu, Akos Training and Consultancy**

### How to get your organisation fighting-fit for the digital age

Charities of every kind have to transform for the digital age. But how do you do it, and what on earth does digital mean anyway? All in plain English, jargon free.

The session will cover:

- Definitions of what digital means to you
- How to deal with different types of digital dinosaurs
- Where to begin in the digital age.

**Adam Waters, Forces Broadcasting**