

# Fundraisingnow 2019

DAY ONE, WEDNESDAY 6 NOVEMBER

09.30 – 10.30

## Fundraising Now morning talks

### What does Fundraising hold for the future?

It has been a whirlwind for fundraisers for the past few years with many changes such as GDPR, the era of digital transformation and now with the delay of Brexit. What can you expect and look forward to the coming years? Come hear from a panel of experts sharing their views and a chance to ask questions.

#### SPEAKERS:

Sara Rees, Executive Engagement Director, The World's Big Sleep Out Trust  
Tufail Hussain, Interim Director, Islamic Relief UK  
Tessy Ojo, Board Member, Comic Relief  
Gabby Edlin, CEO & Founder, Bloody Good Period

	Getting on top of the rules & regs	Giving you the basics	Looking at fundraising for all	Looking at fundraising for all	Doing great with digital
10.45 – 11.45	<p><b>Fundraising regulation and the new Code of Fundraising Practice</b></p> <p>The new and improved Code of Fundraising Practice sets out the standards that all charity fundraisers across the UK need to know. In this practical session, join the Fundraising Regulator to learn how to use the new code, what it covers, and how we have made the fundraising standards more accessible for charities.</p> <p><i>Stephen Service, The Fundraising Regulator</i></p>	<p><b>The new fundraisers survival guide</b></p> <p>For fundraisers starting out in their career this session provides, reassurance and advice to help you survive the early days and tools to help along the way.</p> <p><i>Leesa Harwood, By the Waves Charity Consulting</i></p>	<p><b>Emotional resilience in fundraising</b></p> <p>Being a fundraiser is a difficult and inspiring role in contributing to society. It doesn't matter if you are new or senior in this role, it is important to be aware of others and how our communication can affect another's performance.</p> <p><i>Eileen Browne, DSC Training Consultant</i></p>	<p><b>The grants process</b></p> <p>This session will illuminate areas such as what influences a grant-makers decision making, their trends in giving, and the key steps to follow (including many that are regularly forgotten) if you want the best chance possible of securing funds.</p> <p><i>Katie Rabone, DSC Associate</i></p>	<p><b>The power of storytelling</b></p> <p>Charities have been telling the same inspiring stories for decades. With an increasingly demanding audience, it's getting harder and harder to cut-through. The session will give fundraisers everything you need to create great, responsive content. We'll explore the 'why' of your organisation, give practical advice on how to find and tell the stories that bring your cause to life. You'll leave with the framework, tips and tricks you need to be inspiring, emotive and persuasive in any channel.</p> <p><i>Sarah Crowhurst, Open Creates</i></p>
12.00 – 13.30	<p><b>Why fundraisers should care about safeguarding</b></p> <p>Post the Oxfam scandal in Haiti last year which saw thousands of long-term donors cancelling their regular giving as a response, what can charities be doing to maintain donor confidence? We'll look at what your charity should have in place, some easy ways to get started, and how communicating about safeguarding with your donors will help build trust in your cause.</p> <p><i>Cathy Johnson &amp; Peter Wright, thirtyone:eight</i></p>	<p><b>What does it take to create a good fundraising strategy?</b></p> <p>This session helps fundraisers to design the big picture and build the bank of measures to support it.</p> <p><i>Leesa Harwood, By the Waves Charity Consulting</i></p>	<p><b>What the fundraising! (WTF) Key trends and strategies in the world of major giving</b></p> <p>This session will:</p> <ul style="list-style-type: none"> <li>• Give an in-depth look into the world and emerging trends of major donor giving in the UK</li> <li>• Share insights and fundraising recommendations from major donors themselves</li> <li>• Guide you through several strategic exercises to strengthen your existing fundraising practice.</li> </ul> <p><i>Rachel Stephenson Sheff, I.G Advisors</i></p>	<p><b>Proposal writing</b></p> <p>This session will provide you with the confidence to put together compelling, emotive and memorable proposals for any audience. Applying concepts from social psychology, behavioural economics and more, you will leave with the tools to give your proposals 'topspin' and a real competitive edge.</p> <p><i>Katie Rabone, DSC Associate</i></p>	<p><b>Digital fundraising 101</b></p> <p>A whistle-stop tour of the digital channels and tactics available, and strategies your organisation should be using to bring them all together. If you know that your charity should be talking to supporters online but don't know where to start, or think you could be doing it better, then this is the perfect introduction for you. We'll cover how to choose the right channels to reach your audiences, and how to drive donations.</p> <p><i>Sarah Crowhurst &amp; James Dawe, Open Creates</i></p>
14.30 – 16.00	<p><b>The world of IG: New channels, same principles</b></p> <p>The ever-moving world of IG can seem overwhelming. But a lot of the principles never change. In this session Kathryn and Alex will get you clued up on:</p> <ul style="list-style-type: none"> <li>• The evolution of IG channels</li> <li>• What the changing regulatory landscape means for your fundraising</li> <li>• How you can find out more about donors needs, wants and preferences</li> </ul> <p><i>Kathryn Holloway &amp; Alex Aggidis, Friends of the Earth (FOE)</i></p>	<p><b>Fundraising trickery – The little nudges to boost your fundraising</b></p> <p>There are numerous tricks, techniques and 'nudges' proven to boost your existing fundraising. This session will walk you through several techniques, which you'll be able to roll out in your own organisation tomorrow. We'll look at upgrades, direct debit dates, mobile ads, thank yous, web forms and more.</p> <p><i>Simon Scriver, ChangeFundraising</i></p>	<p><b>Cultivating and launching successful corporate partnerships</b></p> <p>Partnerships can often feel especially out of reach for the smallest organisations. This session will give an in-depth look into the world and emerging trends of corporate philanthropy, particularly exploring shared-value partnerships. We'll share examples of best practice, including strategic exercises to strengthen existing corporate practice.</p> <p><i>Rachel Stephenson Sheff, I.G Advisors</i></p>	<p><b>Copywriting skills</b></p> <p>Find out how to get other people to say yes more often to what you are putting forward in writing, regardless of whether it's an idea, a proposal, a recommendation or a request.</p> <p><i>Paul Brollo, DSC Associate</i></p>	<p><b>The most powerful story a charity can tell</b></p> <p>Throughout human history there has been one meta-story which has proved the most powerful and successful. It crosses time, space, culture, genre and medium. Whether you're telling a fictional tale, documenting the truth or inspiring people, this common theme has the power to move your audience greatly, both emotionally and to action. A crash course in story arc and how you can use it to open hearts, minds and wallets.</p> <p><i>Stephen Follows, Catsnake</i></p>
16.15 – 17.15	<p><b>Cyber security</b></p> <p>Charities are no longer becoming digital but are now digital charities! But how do you protect your organisation and not become victim to a range of malicious cyber activity. The loss of access and or having funds stolen or suffering a data breach through a cyber-attack can be devastating, both financially and reputationally. This session will show you how you can protect yourself and feel better armed to face the challenge of cyber security.</p> <p><i>National Cyber Security Centre (NCSC)</i></p>	<p><b>Building your personal brand – Getting noticed and advancing your career</b></p> <p>How can you become 'known' inside and outside of the sector? This session will share practical tips on how to build your fundraising career, drawing on his own experiences and the experiences of his mentees, clients and peers. It's not about being a self-obsessed workaholic...it's about making the most of your potential and working towards the career you want and deserve.</p> <p><i>Simon Scriver, ChangeFundraising</i></p>	<p><b>Leading in challenging times</b></p> <p>Unfortunately, we live in interesting times and effective leadership is key to running successful teams and impactful organisations. This session will look at inspiring staff, dealing with rapid change, facing up to and facing down challenges - both internal and external, as well as ensuring goals are met and staff are motivated and retained.</p> <p><i>John Baguley, The International Fundraising Group</i></p>	<p><b>You can't go back to yesterday</b></p> <p>"I love deadlines; I love the whooshing sound they make as they fly by..." Douglas Adams. (Author of Hitchhiker's Guide to the Galaxy). Managing our most precious resource can be a daily challenge both at work and at home. The aim of this session is to help us regain control by identifying the fundamentals of time management. We will consider the 3 most common causes for poor time management and some key strategies to make us more effective at doing it.</p> <p><i>Eileen Browne, DSC Training Consultant</i></p>	<p><b>Digital fundraising strategy</b></p> <p>With so many channels in which to communicate with donors, it is important to have a clear strategy to manage and maximise your resources. This session will show you how to involve stakeholders, how to communicate with the most relevant messages to the right audience at the right time. And what metrics you can use to measure success and develop your approach.</p> <p><i>James Gadsby Peet, William Joseph</i></p>

# Fundraisingnow 2019

DAY TWO, THURSDAY 7 NOVEMBER

## Fundraising Now morning talks

### How can I be an effective leader and a fundraiser?

Fundraisers can sometimes be overlooked and their skills and experience underestimated, yet they play a pivotal role to charities. Come hear experts share their views and engage in a discussion.

**SPEAKERS:** Jazz Browne, CEO, Nubian Life; Annette Shivonne Graham, MD Women for Women International UK, Helen McEachern, CEO, Cherie Blair Foundation for Women.



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### Current sector trends

#### Fundraising code and regulation

This session will take you through the updated fundraising code, giving you examples of best practice to make sure you do not fall foul of the code and regulators.

Jane Montague, Jane Montague Consultancy

### Looking at fundraising for all

#### Fundraising strategies

This session will explore what we mean by 'strategic', how this differs from day-to-day fundraising practice and how it enables organisations to grow their income significantly over time. This session will include:

- Research requirements for strategic fundraising
- A strategic approach to income streams
- Setting goals, targets and success criteria
- Infrastructure requirements for strategic fundraising

Kathy Roddy, DSC Associate

### Looking at fundraising for all

#### The essentials of individual giving

Planning is the key to success in developing giving from individuals. This session will give you an essential framework for developing and deploying an effective strategic approach.

Nick Day, DSC Associate

### Getting more when you're small

#### It's all about the funding strategy? Testing the relevance of funding strategies for 2020

During this session Estelle Neuman will: Discuss the role and relevance of the Funding Strategy to organisations now. Who should be involved in the development of Funding Strategies? Suggest workable formats that can be modified and customised to your organisations needs.

### Becoming your best self

#### Tools and techniques for creative problem solving

In our sector the challenges come at us thick and fast; poor public perception of charities; colleagues don't support our projects; people understand the finance brief; the Board ignore my financial advice based on data? Looking at these problems in the same old way means we don't find new ways to overcome them. Let's change the way we think about things – this workshop explores some creative thinking ways to do just that.

Cathy Shimmin, DSC Senior Training Consultant & Performance Coach

#### Commercial participation

Having a commercial partnership can be beneficial for both the charity and corporate partner involved, but they can also cause reputational and financial damage if they are not created and managed well. This session will walk you through how to create and maintain partnerships, ensuring mutual benefit for everyone involved especially for charities and the people they serve.

Jane Montague, Jane Montague Consultancy

#### Bids, tenders, and the contracting process

Can your organisation meet the challenge posed by competitive bidding and tender production? This session looks the financial importance of both competitive bidding and tendering. Being "Tender Ready" is only one part of the larger picture involved in the effective management of bids and tenders. Today's session provides an insightful view and practical know how, to support future decision making.

#### Creating an integrated marketing campaign

With so many media choices now available, this session will help you decide which are right for your target audience and how to integrate them together for maximum return.

Nick Day, DSC Associate

#### Impact measurement for small charities

How do you make a difference and measure it? Impact measurement is about proving what you do and then improving. This session will support you to:

- Evidence the need for and effectiveness of an organisation's work
- Change things as a result and better support your organisational sustainability
- Improve your reporting practice

Graeme Reekie, Wrenandgreyhound

#### Living our values

"It's not hard to make decisions when you know what your values are" – Roy Disney.

This session is for those responsible for leading an organisation or a team where "raising the game" in terms of behaviour and aligning words with deeds is important to your success.

Eileen Browne, DSC Training Consultant

#### Paradoxes, principles and challenges of organisational sustainability

Being sustainable means we have to balance competing priorities and meet conflicting stakeholder expectations. This session will cover:

- The paradoxes and challenges of sustainability
- How to manage these paradoxes and challenges through key principles and practices.

Graeme Reekie, Wrenandgreyhound

#### Essential fundraising principles

The key to their success lies in an understanding of the key principles that underlie successful fundraising. This session, will cover the top five fundraising principles which could provide a significant boost to your fundraising success! The session will cover:

- Why asking less can lead to more
- The importance of researching potential funders and donors
- Easy ways to make an impact through stories

Kathy Roddy, DSC Associate

#### Successful fundraising with direct mail and email marketing

These tools can be key to acquiring, retaining and developing loyal donors. Find out how to maximise the strengths of each and get them working more effectively together.

Nick Day, DSC Associate

#### Effective campaigning for fundraisers

This session will help develop participants' understanding of campaigning and it's use for fundraisers. You will be introduced to a number of practical skills and easy-to-apply tips and tools to be used when planning and delivering campaigns.

#### Emotional resilience in fundraising

Being a fundraiser is a difficult and inspiring role in contributing to society. It doesn't matter if you are new or senior in this role, it is important to be aware of others and how our communication can affect another's performance.

Eileen Browne, DSC Training Consultant

#### Ethical policy

How do you make decisions on who to work with, what activities to participate in or how to respond to stakeholder expectations? An ethical policy supports you to make decisions, while always keeping in mind your charitable objectives and ensuring your charity is always operating at a high standard.

Jane Montague, Consultant

#### The role of fundraising and income generation

During this session Estelle Neuman will explore options and opportunities surrounding our fundraising and income generating efforts. What may work? What is doomed to fail? Why we need to redouble efforts to secure unrestricted income. Fundraising is not easy. Identifying Income Generators is even harder! The results, however, can pay dividends to organisations seeking a sustainable future.

#### Community giving

This session will help you to see community fundraising as an exciting opportunity to develop longer-term support as well as examining ways to maximise income from community events. The session will cover:

- Maximising income from community events
- What are the non-monetary advantages of community fundraising
- Getting local business support

Kathy Roddy, DSC Associate

#### Top tips for presenting with impact

You know you have an important message to share. You know the audience can benefit from engagement with that message. That means your presentation planning and delivery must marry the two together. Join this workshop to explore some useful techniques to ensure your presentation has punch and impact.

Cathy Shimmin, DSC Senior Training Consultant & Performance Coach

#### You can't go back to yesterday

"I love deadlines; I love the whooshing sound they make as they fly by..." Douglas Adams. (Author of Hitchhiker's Guide to the Galaxy). Managing our most precious resource can be a daily challenge both at work and at home. The aim of this session is to help us regain control by identifying the fundamentals of time management. We will consider the 3 most common causes for poor time management and some key strategies to make us more effective at doing it.

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