

Fundraisingnow 2019

DAY ONE, WEDNESDAY 6 NOVEMBER

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

Fundraising regulation and the new Code of Fundraising Practice

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.

Stephen Service, The Fundraising Regulator

Giving you the basics

The new fundraisers survival guide

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.

Leesa Harwood, By the Waves Charity Consulting

Looking at fundraising for all

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 Associate

Looking at fundraising for all

The grants process

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.

Katie Rabone, DSC Associate

Doing great with digital

The power of storytelling

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.

Ali Walker Davies, Open Creates

Why fundraisers should care about safeguarding

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.

Cathy Johnson & Peter Wright, thirtyone:eight

What does it take to create a good fundraising strategy?

This session helps fundraisers to design the big picture and build the bank of measures to support it.

Leesa Harwood

What the fundraising! (WTF) Key trends and strategies in the world of major giving

This session will:

- Give an in-depth look into the world and emerging trends of major donor giving in the UK
- Share insights and fundraising recommendations from major donors themselves
- Guide you through several strategic exercises to strengthen your existing fundraising practice.

Rachel Stephenson Sheff, I.G Advisors

Proposal writing

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.

Katie Rabone, DSC Associate

Digital fundraising 101

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.

Ali Walker-Davies & James Dawe, Open Creates

Fundraising for trustees

Helping Trustees effectively oversee and add value to fundraising at Board level, this session explores:

- Trustee fundraising governance best practice
- Understanding fundraising principles
- Fundraising questions to ask at the Board

Leesa Harwood, By the Waves consulting

Fundraising trickery - The little nudges to boost your fundraising

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.

Simon Scriver, ChangeFundraising

Cultivating and launching successful corporate partnerships

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.

Rachel Stephenson Sheff, I.G Advisors

Copywriting skills

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.

Paul Brollo, DSC Associate

Storytelling

A session on how small charities can leverage the power of stories to open hearts, minds and wallets. Exact contents to be confirmed mid-summer.

Stephen Follows, Creative Director Catsnake

Cyber security

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.

Building your personal brand - Getting noticed and advancing your career

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.

Simon Scriver, ChangeFundraising

Leading in challenging times

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.

John Baguley, Chair of The International Fundraising Group

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.

Eileen Browne, DSC Trainer

Digital fundraising strategy

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.

James Gadsby Peet, William Joseph

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 play a pivotal role to charities. Come hear experts share their views and engage in a discussion.



09.30 – 10.30

10.45 – 11.45

12.00 – 13.30

14.30 – 16.00

16.15 – 17.15

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, Consultant

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,

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.

Estelle Neuman, DSC Associate

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 Associate

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, Consultant

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.

Estelle Neuman, DSC Associate

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

Laura Lebec, 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 Associate

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.

Laura Lebec, 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 Associate

Ethical policy

How do you make decisions on who to work with, what activities to participate in or how to respond sector policies? 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

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.

Estelle Neuman

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 Associate

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.

Eileen Browne, DSC Trainer