

THE FUNDRAISING CONVENTION COMPANION: DONOR EXPERIENCE

Fundraising Convention is a hive of activity and with so much going on, it's easy to miss that perfect session. If you're looking to improve your relationships with your donors and supporters, we have put together a schedule of suggested sessions focused on donor experience to help you plan your day and make the most of Fundraising Convention.

Donor Experience Launch

Date: Wednesday 4 July

Time: 12:30

Location: The Garden Room

Join us for the launch of our Donor Experience report, sponsored by Salesforce.

► MONDAY 2 JULY 2018

09:15 - 10:15	<u>Plenary speaker - Will Gompertz</u>
10:30 - 11:30	<u>Mid-value giving - a global view</u> <u>Story power - five strategies to help you increase high value income</u>
12:00 - 13:00	<u>Creating digital tribes - find your tribe & love them hard</u> <u>Legacy conversation training - Let's do it!</u> <u>The company is the hero</u> <u>Story telling</u> <u>In it for the long term</u>
16:30 - 17:30	<u>Relationship fundraising 3.0</u>

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► TUESDAY 3 JULY 2018

09:15 - 10:15	<p><u>Community fundraising stewardship - future direction</u></p> <p><u>Achieving mass participation success using relationship fundraising and digital innovation.</u></p> <p><u>Donor focussed leadership - How to create a donor friendly action-taking culture</u></p>
11:45 - 12:30	<p><u>Powerful storytelling to enhance event fundraising</u></p> <p><u>What fundraisers can learn from Tinder</u></p> <p><u>Six critical building blocks to transform your legacy strategy</u></p>
13:45 - 14:45	<p><u>Plenary speaker - Fatima Bhutto</u></p>
15:00 - 16:00	<p><u>The power of the first contact</u></p> <p><u>How to get your whole organisation behind delivering great experiences</u></p> <p><u>Getting and keeping the best relationship fundraisers: the looming crisis</u></p>
16:30 - 17:30	<p><u>Supporter services - laying the foundations for lasting supporter relationships</u></p>

► WEDNESDAY 4 JULY 2018

09:15 - 10:15	<p><u>Event participants and transformational experiences</u></p>
10:45 - 11:30	<p><u>Mystery shopping - what a supporter journey really looks like</u></p> <p><u>Stop the endless chit chat and have donor conversations that work</u></p>
13:45 - 14:45	<p><u>Plenary speaker - June Sarpong MBE</u></p>
15:00 - 16:00	<p><u>Donor acknowledgements: Learning to say a better thank you</u></p> <p><u>Mastering the major donor meeting</u></p>
16:30 - 17:30	<p><u>Fundraising magic - how to use the new rules of the game to achieve maximum impact</u></p>