

## THE FUNDRAISING CONVENTION COMPANION: FUNDRAISERS AT SMALL CHARITIES

Fundraising Convention is a hive of activity and with so much going on, it's easy to miss that perfect session. So, whether you are looking to grow your fundraising events, improve legacy giving or develop new social media campaigns, we have put together a suggested schedule of sessions suitable for small charities covering a variety of subjects to help you make the most of Fundraising Convention.

### ► MONDAY 2 JULY 2018

09:15 - 10:15	<u>Plenary speaker - Will Gompertz</u>
10:30 - 11:30	<u>Dreams, teams and memes</u> <u>The future of corporate partnerships</u> <u>Story power - five strategies to help you increase high value income</u>
12:00 - 13:00	<u>CEO sleepout - how to run an effective social fundraising campaign with no budget</u> <u>Suits you Sir or Madam: How a data-driven culture led to a closer fit between fundraising and supporter</u>
14:15 - 15:00	<u>Walk on the wild side - combining events and community fundraising</u>
15:15 - 16:00	<u>Transforming your events income - putting high value donors at the heart of your small charity</u> <u>Little and large - working together to deliver BIG impact</u>
16:30 - 17:30	<u>Fundraising for small charities: Moving from surviving to thriving</u> <u>How to build Facebook into your regular giving programme: Be proud, be sexy, be converting</u>



► **TUESDAY 3 JULY 2018**

09:15 - 10:15	<u>Making legacies work for smaller charities</u>
10:45 - 11:30	<u>Collaborating with other charities, a superhero themed case study!</u> <u>How to spot emerging digital tools and trends - no matter what size you are</u> <u>What can smaller charities do about legacies?</u>
13:45 - 14:45	<u>Plenary speaker - Fatima Bhutto</u>
15:00 - 16:00	<u>Getting and keeping the best relationship fundraisers: the looming crisis</u> <u>The power of the first contact</u>

► **WEDNESDAY 4 JULY 2018**

09:15 - 10:15	<u>Tea and cake or death</u>
10:45 - 11:30	<u>I'm a sole man: hitting the right notes as a 'one-man' band</u>
11:45 - 12:30	<u>10 ways to become digital for less than a tenner</u>
13:45 - 14:45	<u>Plenary speaker - June Sarpong MBE</u>
15:00 - 16:00	<u>Donor acknowledgements: Learning to say a better thank you</u> <u>Mastering the major donor meeting</u>
16:30 - 17:30	<u>IoF Corporate Special Interest Group open heart surgery</u> <u>Fundraising magic - how to use the new rules of the game to achieve maximum impact</u>