



FUNDRAISING CONVENTION 2018

2nd – 4th July 2018

The Barbican, London

First-look Programme

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PROGRAMME OVERVIEW

Monday 2nd July

09.15 – 10.15	Opening plenary
10.30 – 11.30	Session 1
11.30 – 12.00	Break
12.00 – 13.00	Session 2
13.00 – 14.15	Lunch
14.15 – 15.00	Session 3
15.15 – 16.00	Session 4
16.00 – 16.30	Break
16.30 – 17.30	Session 5

17.30 – Late

National Fundraising Awards

Tuesday 3rd July

09.15 – 10.15	Session 1
10.15 – 10.45	Break
10.45 – 11.30	Session 2
11.45 – 12.30	Session 3
12.30 – 13.45	Lunch
13.45 – 14.45	Afternoon plenary
15.00 – 16.00	Session 4
16.00 – 16.30	Break
16.30 – 17.30	Session 5

17.30 – 19.00

Delegate drinks reception

Wednesday 4th July

09.15 – 10.15	Session 1
10.15 – 10.45	Break
10.45 – 11.30	Session 2
11.45 – 12.30	Session 3
12.30 – 13.45	Lunch
13.45 – 14.45	Afternoon plenary
15.00 – 16.00	Session 4
16.00 – 16.30	Break
16.30 – 17.30	Session 5

TRACKS

Choose from 8 sessions per timeslot, split into the following tracks:

- ▶ Community, Events and Volunteers
- ▶ Digital Fundraising
- ▶ Individual Giving
- ▶ Legacy Fundraising
- ▶ Partnerships
- ▶ Personal Effectiveness
- ▶ Philanthropy
- ▶ The Bigger Picture
- ▶ Trusts and Statutory



PLENARY SPEAKER

Fatima Bhutto

Tuesday 3rd July, 1.45pm



Fatima Bhutto was born under curfew in Kabul, Afghanistan in 1982. Her father, Murtaza, was in exile from his home country of Pakistan whose military junta had executed his father, Pakistan's first democratically elected head of state Zulfikar Ali Bhutto, three years before. Before Zulfikar was hanged, he ordered his two sons to leave Pakistan, he feared that he would be killed and that they would be next.

Though Fatima spent her childhood in Damascus, Syria before returning to Pakistan, politics and the violence that accompanied it was never far behind. In 1985 her uncle Shahnawaz Bhutto was murdered and her father, a member of parliament in Pakistan, was killed outside their home in 1996. In 2007, her aunt Benazir also lost her life violently.

Fatima studied Middle Eastern Languages and Cultures at Columbia University, before completing a Masters in South Asian Government and Politics at the School of Oriental and African Studies. She published her first book, a volume of poetry *Whispers of the Desert* (Oxford University Press) when

she was 15 years old. Fatima began her writing career with a weekly column for *Jang*, Pakistan's largest Urdu newspaper, and *The News*, its English sister paper, which included written diaries from Tehran, Iran, Cuba and Lebanon during the 2006 summer war.

Her work has since appeared in *The Financial Times*, *Granta*, *Vogue*, and *The Guardian*, among other publications. Fatima's published works include a collection of first-hand accounts from survivors of the 2005 Pakistan earthquake, *Songs of Blood and Sword* (Jonathan Cape) a non-fiction account of Pakistani politics and her family, and a novel, *The Shadow of the Crescent Moon* (Penguin), which was long listed for the Bailey's Prize in 2014 and won the *Prix de la Romanciere* in 2014.

In 2012, she was selected to be a Young Global Leader for the World Economic Forum, one of 192 YGLs from 59 countries, all of whom were chosen for their outstanding leadership, professional accomplishments and commitment to society.

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PLENARY SPEAKER

June Sarpong MBE

Wednesday 4th July, 1.45pm

June Sarpong MBE is an established TV Presenter, who has enjoyed a 20-year career, in which she has become one of the most recognisable faces of British television, as well as being one of the UK's most intelligent and dynamic hosts; comfortable interviewing politicians, celebrities and members of the public, even interviewing Tony Blair for an exclusive special, 'When Tony Met June' in 2005, with unprecedented access to the then British Prime Minister.

June has taken on the world's most challenging live audiences, hosting 2005's major Make Poverty History event in London's Trafalgar Square and presenting at the UK leg of Live Earth in 2007. In 2008 alongside Will Smith she also hosted Nelson Mandela's 90th Birthday celebrations in front of 30,000 people in London's Hyde Park.

June has worked extensively with HRH Prince Charles for ten years as an ambassador for his charity the Prince's Trust. June was awarded an MBE in 2007 for her services to broadcasting and charity, making her one of the youngest ever people to receive an MBE.

June is the co-founder of the WIE Network (Women: Inspiration & Enterprise). WIE first launched in New York in 2010, and then in the UK 2012. This acclaimed conference has featured leading speakers from a wide range of industries, with previous speakers including Sarah Brown, Melinda Gates, Arianna Huffington, Donna Karan, Queen Rania, Nancy Pelosi and Iman.

In 2016, June was announced as the official ambassador for Superdrug's Shades of Beauty campaign, to tackle product inequality in high street beauty, with the aim of making it more accessible for black and Asian women to shop affordably on the high street.

In 2017, she released her first book, 'Diversify: Six Degrees of Integration', which argues the case for the social, moral and economic benefits of diversity, whilst also exploring how limited we are by social division thus inspiring us to make a change.

June's inspiring plenary presentation will focus on the topic of diversity and consider how we create and use stereotypes, and how they negatively impact our social interactions both overtly and covertly.

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COMMUNITY, EVENTS AND VOLUNTEERS

Monday 2nd July

10.30 Senior volunteering/volunteering partnerships

Session detail to be announced

12.00 Creating digital tribes – find your tribe and love them hard

Did you know you can enrich supporter experiences and drive growth by creating digital tribes? Community fundraisers are some of the most passionate supporters we have and we need to give them a voice. Cancer Council NSW, in Australia, and St Catherine's Hospice in Sussex have completely transformed their approach by digitising their program so regional staff can focus on the most valuable (social and financial equity) relationships for their organisation. We'll look at the supporter research and data insights, online community characteristics created for a sign up pathway and a multitude of online assets that made the fundraisers heroes.

Julie Roberts
Director, More Strategic UK

Tom Abbott
Community & Events Fundraising Manager,
St Catherine's Hospice

14.15 Walk on the wild side - combining events and community fundraising

This session will address the key questions of cross team working and scaling successful fundraising products. Using our 10K walk series, The Twilight Walk, as a case study we will share how we have developed our collaborative approach to fundraising events and how we are managing the organisational challenges this brings. The Brain Tumour Charity's Events and Community Fundraising teams worked together to develop 'Own Walks' alongside the charity led walks, focussing on fundraisers' motivations and how best to support them to drive income and participation

Claire Knight
Head of Fundraising (Challenges and Special Events),
The Brain Tumour Charity

Francesca Towson
Head of Fundraising (Community Fundraising), The Brain
Tumour Charity

15.15 Transforming your events income – putting high value donors at the heart of your small charity

You don't have a Philanthropy Manager or High Value Co-ordinator right? That doesn't mean you can't get significant gifts if you're anything from a sole fundraiser or community assistant. By putting high value givers at heart of The Katie Piper Foundation's Events, Challenge and Community activity, we dramatically increased income with a Fundraising Team of one! A single small event in 2017 raised net 80% more than the charity's whole net income two years before.

In this session you'll hear three case studies; a challenge, supporter's own and central event. You'll get the inside track on how they succeeded by engaging generous

wealthy individuals and what you can 'make your own' from that practical guide. The Institute for Social Change stated that in 2010/11, the poorest 20% gave 3.2% of their gross monthly income to charity. The richest 20% gave just 0.9%. Let's make sure we're asking our wealthier existing and potential supporters as often and as well, as the rest of our treasured audiences.

Carla Cornwell
Head of Fundraising, Katie Piper Foundation

16.30 Harnessing the power of your volunteers

As fundraising budgets are challenged, it is incredibly important for charities to understand how they can harness the power of volunteers to drive increased income and life-long support.

Pride in London's first ever Fundraising Director doubled their income through harnessing the power of their volunteers. They and Team London will talk about how you can use volunteers effectively to drive results. By allowing creativity and having a less rigid structure, you can support a more agile approach to activities.

Through tips and storytelling and a Q&A session, you will come away with a real understanding of how to create a volunteer structure that can operate effectively

Polly Shute
Fundraising Director, Pride London

Abby Chicken
Head of Team Pride, Pride London

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COMMUNITY, EVENTS AND VOLUNTEERS

Tuesday 3rd July

9.15 Community fundraising stewardship - future direction

Drawing from the experiences of member organisations of the THINK Community Fundraising Forum, this session will seek to understand the direction of travel for supporter stewardship in community teams. Many organisations talk about centralising high volume community fundraising stewardship, to release capacity for higher value relationship management. Utilising a case study from Teenage Cancer Trust we will share experience from inception to results of a model that includes analysis and segmentation of supporters; delivery of stewardship by a central team and is underpinned by clear values and processes. This practical session is aimed at those who want to:

- Deliver great supporter experience – efficiently – without losing the heart and soul of community fundraising
- Liberate field based community fundraisers to build relationships with the highest value supporters.

Beccy Murrell
Senior Consultant, THINK Consulting solutions

Malina Szreter
Deputy Director - Fundraising & Marketing Operations,
Teenage Cancer Trust

10.45 Collaborating with other charities, a super hero themed case study!

This year for one of our events we created the charity package that we'd always dreamed of receiving and offered it to other charities. We said no to a three year contract, volunteer commitment and extra cost for marquee space.

We said yes to pay as you go places, equal branding and press coverage and sharing marketing materials. Find out why we did this, how the event went, what we learnt and what other charities thought of being offered the ultimate charity package!

Chris Normington
National Function Manager, JDRF

Michael White
Community Fundraiser and Volunteer Manager (Northern England), *Brainstrust* – the brain cancer people

11.45 Powerful storytelling to enhance event fundraising

In this digital age, the powerful and personal stories of your supporters can be easily shared via user-generated content. This session will inspire you to think about how your supporters can capture their own experiences via video, creating free video updates to bring their friends and family on their events fundraising journey with them. Whether they're taking on a running, hiking or cycling event in the UK (or anywhere in the world) - this session will get you creatively thinking about how your supporters can engage others with your cause through to powerful medium of video.

Erika Dallimore
Charity & Corporate Account Manager,
Charity Challenge

15.00 The power of the first contact

Breast Cancer Now provides a 'how-to' on starting that strong and loyal relationship with every single one of your supporters from the first conversation. This presentation will cover the successes and learnings of how Breast Cancer Now changed their overall method of fundraising from a transactional approach to a fully supporter-led, 'relationship fundraising' style approach. Delegates will come away with the tools

necessary to make small changes to their fundraising to improve the overall supporter experience, no matter what their job-level or their charity's overall approach to fundraising.

Catherine Miles
Director of Fundraising, Breast Cancer Now

Jonathan Duke
Senior Community Engagement Manager,
Breast Cancer Now

Hollie Foster
Senior Student Engagement Officer, Breast Cancer Now

16.30 Virtual events - flash in the pan or here to stay?

The charity events marketplace is crowded but buoyant. Previously, event portfolios offered straight forward challenges – run 5K, 10K and so on – then they evolved to include offer different variations (runs with colours and zombies) and now they are going virtual. Events are risky. They require an upfront investment (both cash and time) and there is no guarantee of success. Whilst going virtual doesn't guarantee success it is reducing barriers to entry, lower risk and providing the opportunity to reach new audiences. This is clearly a good time for events, the rapid rise and success of virtual events is undeniable and 2018 will be a critical year in the development of virtual events. In this session, we will explore the current virtual events marketplace and through case studies consider the longevity and their impact on traditional challenge events.

Gary Kernahan
Consultant, THINK Consulting solutions

Holly Matthews
Senior Events Development Manager, Cystic Fibrosis Trust

Kay Harper
Mass Participation Marketing Manager, British Heart Foundation

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COMMUNITY, EVENTS AND VOLUNTEERS

Wednesday 4th July

9.15 Event participants and transformational experiences

What causes participants to push themselves to the limit at an event? As we move from an experience economy to a transformation economy, will we have richer experiences if we give our event participants an opportunity to transform?

Adrian Sargeant
Professor of Fundraising

10.45 Opportunity Knocks - putting the supporter at the heart of product development

Join the British Heart Foundation and the MS Society in finding out how we took a chance on a new audience and saw great success in two very different fundraising products - the London to Brighton Off-Road Bike Ride and Kiss Goodbye to MS. Hear about how we used insight to understand our target audiences, innovated to reframe or rejuvenate an existing product, as well as what we learnt, what we'd do differently and what we're going to do next.

Clare Chater
Head of Community & Events, MS Society

Lee Summer
Marketing Manager, British Heart Foundation

11.45 Making a success of integrated community fundraising

Community fundraising can be the bedrock of sustainable income for many charities and the springboard for an improved mix for others. However it is often a neglected, under resourced part of the fundraising programme with periodic attempts to improve. Without an effective strategic approach these attempts are doomed to fail. This case study of ATEGhana details how a new development charity successfully grew from nothing to £160,000 per annum in three years, principally through a well planned community fundraising strategy.

Peter Maple
Trustee, ATEGhana

15.00 Supporting, engaging and recruiting supporters using social media

In this broad but in-depth session you'll hear how three charities are using Social Media to engage, recruit, and support volunteers, donors and new supporters. Guide Dogs explain how they use Facebook, and WhatsApp without a budget to engage people with their cause locally. Understand how Wakefield Hospice are using Facebook advertising as a small charity to maximise their marketing spend. Hear how RNIB are using Facebook Groups to build and grow local communities of customers across the UK. You'll come away from this session armed with ideas and examples on how Social Media could play a bigger role in engaging people with your cause- regardless of the size or location of your charity.

Nathan Murray
Social Media Manager, RNIB

Jamie Strachan
Fundraiser, Wakefield Hospice

Amy Petterson
Community Fundraising Relationship Manager, Guide Dogs

16.30 Driving community fundraising performance

Session detail to be announced.

Joanna McGuinness
Regional Fundraising Manager, Cancer Research UK

Joy Jones
Senior Community Fundraising Manager, Diabetes UK

Sebastian Jenkins
Head of Community and Events, Beating Bowel Cancer

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DIGITAL FUNDRAISING

Monday 2nd July

10.30

Coppafeel - lessons from 8 years as a digital first charity

Coppafeel are one of the UK charity sector's most interesting stories. Set up just 8 years ago, they have consistently punched above their weight in terms of brand, fundraising and awareness. They are one of the few large-scale charities that can truly be described as 'born in the era of digital'. In the session we hear from their Director of Fundraising about what they've learned, what they'd change and what they want to do more of.

Kerry Russell
Director of Income, Coppafeel!

12.00

CEO Sleepout - how to run an effective social fundraising campaign with no budget

CEO Sleepout UK raises money to fight homelessness and poverty through business executives being sponsored to sleep rough for a night. In this session, you'll hear from its founder Andy Preston on the central role of social media in generating buzz around the campaign. From the first sleepout outside his local Middlesbrough FC to sleepouts at Wembley Stadium, The Oval and Cardiff Castle, you'll hear about the role social media played in raising nearly £800,000.

Andy Preston
Founder & Chairman, CEO Sleepout

14.15

Crowdfunding in the real world

This session is a whirlwind tour round the wonderful world of crowdfunding and what it means for charities. You'll hear all about what crowdfunding is, how charities are making use of it right now, how to start your own crowdfunding campaign and how the University of Essex developed their an in-house crowdfunding platform that supports 150 student projects raise £200,000 to achieve their goals.

James Martin
Senior Philanthropy Officer, University of Essex

15.15

Content chaos - practical steps you need to take to clean up your digital content

We pay a lot of attention to producing engaging digital content that drives fundraising results. But are we missing the basics, and undermining our attempts? Numerous social channels, high email volumes, increasing amounts of video and ever-growing websites can lead to a perfect storm of 'messy content'. Kristie from Tearfund and Nicola from Autistica will both take you through practical tools they've used to tackle content chaos.

Kristie Winsen
Content Strategy & Digital Engagement Lead, Tearfund

Nic O'Connor
Content Strategist, Autistica

16.30

How to build facebook into your regular giving programme: be proud, be sexy, be converting

Terrence Higgins Trust and Open will share how they put the audience first and successfully monetised Facebook throughout the summer of 2017. With a focus on diversifying regular giving recruitment they will share how they generated both increased engagement and active regular giving leads.

They will share their key drivers of success - from planning, creative development and media buying to new ways of working which, when combined, drove a live optimisation of results.

There will be a focus on the importance of digital fundraising for the sector and how success is possible, for any charity. Practical tips on how to overcome perceived barriers will be presented and discussion will be welcomed in the room.

Fiona Pattison
Account Director, Open

Ilona Reynolds
Direct Marketing & Legacies Manager,
Terrence Higgins Trust

Ali Walker Davies
Head of Digital, Open

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DIGITAL FUNDRAISING

Tuesday 3rd July

9.15 Achieving mass participation success using relationship fundraising and digital innovation. Wear it pink 2017

Hear how Breast Cancer Now successfully combined relationship fundraising and mass participation to create a truly supporter focused Wear It Pink campaign in 2017. Putting supporters front and centre, embracing new digital technologies and thinking multi-channel. This was a bold new year for a 17 year old campaign! Learn how they developed their marketing strategy, how they created their personalised supporter journey on and offline and how they created some fantastic on-the-day digital engagement!

Lottie Barnden
Senior Fundraising Products Manager, Breast Cancer Now

Joseph Freeman
Assistant Director, Digital Engagement, Breast Cancer Now

10.45 How to spot emerging digital tools and trends - no matter what size you are

New tools and trends can be exciting opportunities for fundraisers. But how do you find out about them? And are they actually make any difference to your fundraising? This session will answer those questions with real examples and case studies. You'll be taken through the process for deciding whether to make use of a new tool or whether to wait till it reaches critical mass. This session is perfect for any charity that wants to be innovative, but doesn't know where to start.

David Pearce
Director of Fundraising and Marketing, Dignity in Dying

11.45 How to sell online by The Bike Project

The Bike Project is a small south London charity that helps refugees navigate London by donating second hand bikes. In this session, you'll find out how they raised over £100,000 through selling spare second hand bikes almost entirely through their Google Ad Grant account, changing their entire business model in the process. This session is perfect for fundraisers looking to use digital to go beyond engagement to raise actual money.

Jem Stein
Founder & Director, The Bike Project

15.00 Being brave on social media

Social media is only growing in its importance within the fundraising sector. We will hear from three organisations that are using it particularly well - but in very different ways. First up, the NHS Blood service who will talk about the culture that allows them to make use of racist comments to drive up blood donations.

Melissa Thermidor
Social Media Manager, NHS Blood and Transplant Service

Paul Clifford
Senior Manager, Cancer Research UK

16.30 Building big digital movements

Fundraising in the UK is changing rapidly. Increased regulation, press scrutiny, and changing audience behaviours and expectations mean charities need to innovate rapidly.

The Trump, Clinton, Sanders and Corbyn campaigns raised millions and mobilised communities like never before - all with digital at the core.

Paul de Gregorio will explain the scale of the challenges facing the sector, and why fusing community building, digital engagement and fundraising could be transformational for UK charities.

Kenneth Pennington, central to the 2016 campaign to secure Bernie Sanders as the Democrats' presidential candidate, will give a fascinating insight into a campaign that raised over \$230 million and delivered over 81 million volunteer phone calls.

We will also learn from UK organisations bringing together digital engagement and fundraising to transform their impact.

This session will give you the digital campaigning principles to work from and the inspiration to get started.

Paul De Gregorio
Director of Digital Engagement, Open

Kenneth Pennington
Bernie Sanders Campaign

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DIGITAL FUNDRAISING

Wednesday 4th July

9.15 Digital leadership - what do our CEOs want and get from digital?

Session detail to be announced.

10.45 How England Rugby uses digital video to drive change

England Rugby is one of the UK's most successful sporting bodies. Over the last few years, it has driven a step change in how it uses digital video to achieve its goals. These range from getting children to pick up a rugby ball to selling tickets for matches at Twickenham. In this session we'll hear about the people, processes and tools that they have developed to achieve this success.

Calum McLaggan
Social Media Manager, England Rugby

11.45 10 ways to become digital for less than a tenner

Despite what many people believe, digital fundraising opportunities can be accessible to all charities - large or small. Mandy will share wisdom learnt from working with charities of all sizes, offering 10 techniques and tools that any charity could test to raise money without costing the earth. Digital doesn't have to be costly and confusing, and this session will break down barriers and provide opportunities for all.

Mandy Johnson
CEO, Small Charities Coalition

15.00 Digital transformation in practice

Digital transformation is often talked about but examples of what changes people can expect can be hard to pin down. In this session you'll hear from the National Trust about their overarching programme of change and what they've learned. You'll also hear about how the NSPCC moved their email programme away from their central digital team and placed it in the hands of their fundraisers, producing more efficient and effective ways of working.

Tom Barker
Head of Digital, National Trust

Simon Honnor
Digital Marketing Manager, NSPCC

16.30 Digital debate

Session detail to be announced.

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INDIVIDUAL GIVING

Monday 2nd July

10.30 Mid-value giving - a global view

As a group, mid-value donors are of increasing importance to fundraisers. Not only are they valuable, they are likely to become particularly engaged to the causes they support. But with increasing numbers of charities now targeting them, how has their attitude to giving changed and what needs does the successful fundraiser have to answer to build a successful relationship? Illustrated with research and examples from the UK, Ireland, Canada, the US and Australia, this session looks at what is currently working and makes suggestions where mid-value fundraising will move over the next five years..

Mark Phillips
Managing Director, Bluefrog Fundraising

Kimberley Blease
Executive Vice President for Client Relationships, Blakely

12.00 Suits you Sir or Madam: How a data-driven culture led to a closer fit between fundraising and supporter

Session detail to be announced.

Jon Kelly
Director of Analysis, Wood for Trees

Helen Dunne
Head of Supporter Marketing, Concern Worldwide

14.15 We'll meet again: Working against the clock to save the White Cliffs

In 2017 the National Trust launched a campaign that raised over £1.1m to acquire the historic farm land behind the White Cliffs in the space of just 6 weeks. As well as sharing what makes an appeal like this successful, this session will show how in any organisation, people from different teams can work together – in this case getting the appeal out of the door from start to finish in just 4 weeks and overcoming an array of challenges along the way. For the Trust this was a brand new way of working, which resulted in raising money largely from a non-responsive base, and for the first time getting new channels to work for fundraising.

Debbie Clark
Senior Planner, National Trust

Alison Edwards
Head of Individual Giving, National Trust

Eleanor Denney
Head of Digital Channels, National Trust

15.15 Creating and implementing a two-year multi-channel fundraising and communication campaign

Find out how Orbis created 'Operation Sight', a multi-channel fundraising and communication campaign spanning two years. Hear how we gathered audience insight, developed our proposition and story and the shift we made from thinking of channels in isolation to focussing

on a multi-channel experience. The presentation will take you through all key foundational aspects of creating Operation Sight, sharing what went well as well as the obstacles we faced. We'll also talk through performance to date and plans for the future.

Matt Cassini
Head of Individual Giving, Orbis EMEA

Wayne Murray
Development Director, Audience Fundraising & Communications

16.30 Relationship fundraising 3.0

Many organisations claim to be practising relationship fundraising, but in reality there is little agreement about what that actually means and what would constitute a relationship approach. In this session we'll take apart of notion of relationship fundraising and look at the social psychology of how human beings form relationships. We'll look at what learning there might be there for how we might better build donor relationships and report the results of our most recent testing of a relational approach at the Hartsook Centre for Sustainable Philanthropy.

Adrian Sargeant
Director, Hartsook Centre for Sustainable Philanthropy, Plymouth University

Jen Shang
Director of Research, Hartsook Centre for Sustainable Philanthropy, Plymouth University

Kathryn Carpenter
Post-Doctoral Research Fellow, Hartsook Centre for Sustainable Philanthropy, Plymouth University

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INDIVIDUAL GIVING

Tuesday 3rd July

9.15

The power of community: Individual giving in connected communities

How does a sense of community and identity prompt us to put our hands in our pockets? Zoë Bunter from the Leprosy Mission and Anna Shepherd from ILGA-Europe present two different perspectives on individual giving. Zoë will explore why people in churches give so generously: What are their motivations? And what can charities learn from the church? Anna in turn will provide insight into the European LGBT movement, where many activist groups have started fundraising from individuals for the first time. How have they mobilised their communities to give and to fundraise?

Anna Shepherd
Fundraising Manager, ILGA-Europe

Zoë Bunter
Head of Fundraising, Leprosy Mission

10.45

Sealing up the cracks: How to adjust your regular giving processing to immediately increase income and prevent unnecessary donor attrition

Charities work so hard to recruit regular supporters, yet many are unwittingly losing donors post sign-up by overlooking common 'cracks' in their monthly collections management. This needless attrition is costing the sector millions for the want of simple actions we can all do. This session shares how Cats Protection recouped in one year, £112,000 in donations that would otherwise have been lost along with the long-term value of the donors saved in the process. We explore latest

regular giving trends, how to benchmark your programmes, how to identify the 'cracks' and make practical and easy adjustments you can test immediately to maximise your charity's income and reduce unnecessary attrition.

Scott Gray
CEO, Rapidata

11.45

What fundraisers can learn from Tinder

Is fundraising like dating? Victoria and Simon think so. Drawing upon years of dating and fundraising experience, these two extremely attractive fundraisers will share their successes and rejections to help you become a stud at developing your donor relationships. In this session we'll look at what makes a good date and which of those principles you can bring in to your supporter communications. We'll share donor turn-ons and turn-offs, as well as the cheeky tips and tricks that ensure they'll invite your charity back to theirs for 'coffee'. You'll come away ready to wow your existing donors, pick up new supporters and get lots more people swiping right. Warning: This session may contain explicit material and by attending you confirm that you are over 18!

Simon Sriver
Board Member, Making Connections

Victoria Ward
Head of Fundraising, British Youth Council

15.00

How to get your whole organisation behind delivering great experiences

A great donor experience is so much more than a supporter care programme, a newsletter, or a supporter journey. It's about the entirety of every interaction a supporter has with your organisation. And, crucially, it's about how this makes your supporters feel about you. Roger and Richard will present the findings of research from the commercial and charity sectors about what makes a great experience and examples of how

charities are putting these learnings into place to inspire their supporters. They will also show that creating great donor experiences starts with having the right goals and setting the right KPIs before sharing the results of a major new research project that measured the experience across many UK charities.

Roger Lawson
Fundraising Consultant, Roger Lawson Consulting

Richard Spencer
Director, Promoderation

16.30

Supporter services – laying the foundations for lasting supporter relationships

An opportunity to hear about the integral role that supporter services teams play in the fundraising mix today. Leading practitioners from Dementia UK and Sue Ryder will discuss some of the key trends, opportunities and challenges facing supporter services while Médecins Sans Frontières UK will share learnings on how listening to supporters through mystery shopping programmes has helped to shape the supporter experience. The session will also share headlines from both THINK's Supporter Services Benchmarking Report and the results from our 2018 Stewardship Tracker research, which reflect the experience of 25 member charities.

Michelle Chambers
Managing Director, Think

Andrew Moran
Head of Supporter Care and Fundraising Standards, Sue Ryder

Nick Jones
Supporter Care Manager, Dementia UK

Louise Greysmith
Operations Manager, MSF

Susan Morgan
Associate Consultant, Think

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INDIVIDUAL GIVING

Wednesday 4th July

9.15 Tea and cake or death

The panel session you've waited your whole life for with a star studded line up. Direct mail is dead, the future is digital, engagement is king... we're inundated with stark black and white messages of right and wrong, good and bad, do this...don't do that. But perhaps things are more nuanced than that - our panel of experts, MCed under the watchful eye of Lucy Caldicott, will spend five minutes each giving you a whistle-stop, rollercoaster tour of the current thinking, opportunities and challenges in the areas of: digital, telephone, DRTV, direct mail and dialogue fundraising. And then the floor is yours to ask for honest answers to those searching questions that no-one ever seems to answer!

Panel to be announced

10.45 Mystery shopping - what a supporter journey really looks like

In April 2017 JGA launched the Secret Giver scheme, tracking and evaluating the typical donor relationship with over 40 charities using specially selected mystery shoppers. Every single communication - from appeals to newsletters to thank you letters to e-bulletins and everything in-between - has been carefully assessed for quality, engagement, accuracy, speed and compliance. The results are fascinating. Come and hear about the good, the bad and the sometimes ugly, as the latest findings are revealed, and discover how the Alzheimer's Society have been using the insights from the programme

to change their fundraising. Three Key Takeaways: (1) Comprehensive evidence based overview of benchmarking - analysis and interpretation of charity communications by type, frequency, channel, accuracy and quality (2) Key insights into different approaches to Supporter Journeys, relationship fundraising, supporter care, and compliance (3) Leading charity case study into how to apply benchmarking and insights for practical improvements to fundraising programmes.

John Grain
Director, John Grain Associates

Michael Dent
Director of Fundraising, Alzheimer's Society

11.45 The seven deadly sins of innovation

We all know that successful innovation is born from audience insight. We also know that innovation in and of itself, is tough. How do you stay true to audience insight, as well as the innovation process, to make it through the perilous journey? Scope embarked on a new approach to individual giving fundraising, specifically new product development. This session will take you through the parallels of the seven deadly sins and the world of innovation, highlighting some of the challenges and learnings Scope faced along the way, and sharing practical tips to give you the best chance of success.

Claire Whitney
Individual Giving Manager, Scope

Alexandra Aggidis
Innovation Manager, Friends of the Earth

Janine Chandler
Partner, Good Innovation

15.00 Donor acknowledgements: Learning to say a better thank you

The thank-you letter has the highest recall of any donor communication, higher than the campaign that preceded it. So why is it that so many organisations do a lousy job of thanking their supporters? In this session we'll unveil our most recent study. Should we be thanking our donors for their gift, for the difference they've made, for the kind of person they are or for the kind of person they would like to be? How do these approaches make people feel - and is there an optimal point at which to thank to get the experience into long term memory?

Jen Shang
Director of Research, Hartsook Centre for Sustainable Philanthropy, Plymouth University

Kathryn Carpenter
Post-Doctoral Research Fellow, Hartsook Centre for Sustainable Philanthropy, Plymouth University

16.30

Session to be announced.

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LEGACY FUNDRAISING

Monday 2nd July

10.30

How are charities working with internal audiences to increase legacy giving?

Working with the National Trust, Claire & Christine have undertaken a sector-wide research project to investigate how charities are working with internal audiences to promote legacy giving to a wider audience. In this session you'll hear their exciting findings and discover what works and what doesn't.

Claire Routley

Legacy Consultant, Legacy Fundraising

Christine Reidy

Legacy Consultant, Legacy Fundraising

Kate Jordan

National Trust

12.00

Legacy conversation training - Let's do it!

It's often said that it's the job of everyone to promote legacy giving, but providing colleagues with the right tools and information to make this a reality can be challenging. In this fun and interactive session you'll receive the actual sector-leading training programme that Cystic Fibrosis Trust delivers to all its staff.

Michael Clark

Gifts in Wills and In-Memory Manager,
Cystic Fibrosis Trust

14.15

The lost legacies - lessons from a solicitor

Many people have a vague notion that they want to leave a legacy, but often fail to commit, whilst 1 in 4 wills that have been written are defective or of poor quality. In this session you'll hear from solicitors and learn who you should target, the nudges you can give and the mistakes to avoid, to enable you to grow your legacy income.

Andrew Robertson

Managing Director, McClure Solicitors

Liz McDonald

Charity Relations Manager, McClure Solicitors

15.15

Going digital - the new opportunities for legacy fundraising

Legacy fundraising is notoriously difficult, but the digital age presents new opportunities. Dignity in Dying and online will provider, Farewill, will share the story of their innovative digital legacy campaign, including lessons learned, successes achieved and opportunities for the future.

David Pearce

Director of Fundraising and Marketing, Dignity in Dying

Dan Garrett

CEO, Farewill

16.30

Using insight to build a global legacy programme

There are huge opportunities in legacy fundraising right now, but finding the right hook that attracts diverse audience groups can be a real challenge. In this session you'll hear how Unicef has overcome this and how their innovative research study which covered 21 countries has led them to develop a single global legacy strategy that can be adapted to suit the needs of different territories.

Stephanie Allen

Fundraising Specialist (Legacies), Unicef

Allan Freeman

Director, Freestyle Marketing

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LEGACY FUNDRAISING

Tuesday 3rd July

9.15 Making legacies work for smaller charities

Building a legacy campaign from scratch is challenging but when you're a smaller charity with limited budgets, competing priorities and a struggle to make your voice heard, it can be more so. In this session The Brain Tumour Charity and St Luke's Hospice, Sheffield will tell their stories of how they've risen to this challenge and created sustainable and successful legacy programmes that have delivered real results.

Charlotte Bradford
Head of Fundraising - Gifts and Partnerships,
The Brain Tumour Charity

Louise Adlam
Marketing Manager - Gifts in Wills,
The Brain Tumour Charity

Kelly Jack
Gifts Officer, The Brain Tumour Charity

Kathryn Burkitt
Head of Fundraising, St Luke's Hospice, Sheffield

10.45 What can smaller charities do about legacies?

Legacy income has risen to £2.3billion and baby boomers are dying in increasing numbers, leaving bequests to a wider range of causes. Using new and existing research, covering motivations, stewardship and supporter care, this session will examine what smaller charities can do to enhance their share of legacy income.

Peter Maple
Visiting Fellow, London South Bank and St Mary's
Universities

11.45 Six critical building blocks to transform your legacy strategy

The biggest opportunity for charities is right here, right now: legacies. With a story driven, donor led approach and using real campaign examples, this session will give you the transformational tools you need to build a transformational legacy strategy from the bottom up and top down.

Stephen George
Founder, Good Leaders

15.00 The changing face of a legator

Legators are not who they used to be and the past does not define the future. The new generation of legators are demanding and enthusiastic, but require greater accountability and transparency. In this session you'll hear from respected legacy expert Richard Radcliffe on how the needs of legators are changing and how you should adapt your communication and information strategies to enable you to maximise your legacy income.

Richard Radcliffe
Consultant, Radcliffe Consulting

16.30 Smashing perceptions - why gifts in wills is the new cool kid on the fundraising block

Legacy fundraising has a reputation of being dull, deathly and all a bit weird. As Head of Challenge Events & Head of Brand at Macmillan and CRUK respectively, Craig & Clare were guilty of holding some of these perceptions - until they saw the light. In this session we'll bust some myths and you'll hear why legacy fundraising is the most exciting place to be and why you should be part of it.

Craig Fordham
Director of Legacies, Macmillan Cancer Support

Clare Moore
Director of Legacies, Cancer Research UK

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PARTNERSHIPS

Monday 2nd July

10.30 The future of corporate partnerships

Corporate partnerships are on the rise across the charity sector and they are growing in their scale, scope and complexity.

This interactive session will explore the latest trends, innovations, risks and opportunities associated with corporate partnerships. It will open with a dynamic presentation on the key findings from the latest research on this topic (published in March 2018) by More Partnership. The study features new data analysis, and interviews with over forty leading thinkers and practitioners across sectors; it explores current leading practice, and details a range of critical trends in this area. These findings will fuel a short panel debate with leading experts from across sectors, and we will then open to audience input and questions.

The session will be valuable for anyone with an interest in how strategic collaborations can deliver impact, and more generally to all fundraisers with an interest in the relationships between financial giving, advocacy, gifts in kind, and commercial sponsorship.

Nik Miller
Partner, More Partnership

Rachel Kirby-Rider
Director of Fundraising, Clic Sargent

Jeremy Gould
Head of Fundraising, Carers UK

12.00 The company is the hero

Charities often struggle with corporate partnerships because they look at companies backwards. This is because they see themselves as the hero and the company as a source of funding. This results in disappointment for both parties.

In this workshop, Jonathan will demonstrate that you build more successful corporate partnerships when you see the company as the hero. This will include a live example of building a pitch with the company as the hero. He will also share inspiration and insight from his work with Arthritis Care, Girlguiding, RSPCA and the Commission on the Donor Experience.

Jonathan Andrews
Managing Director, Remarkable Partnerships

14.15 Creating a partnerships culture

This session will focus on how corporate fundraising teams can truly make the whole organisation feel like a key part of their team. At Girlguiding, corporate fundraising has evolved from being almost wholly reactive and transactional to realising our worth, setting a minimum level of investment, and identifying our top prospects. We will talk through our learnings and results from carrying out network mapping with our trustees and directors. Taking this further we will share how we got the whole of Girlguiding to help develop our key fundraising propositions with us; turning our biggest challenges into our biggest opportunities. Making a decision to be proactive in our new business activity has pushed us to think really strategically about how to involve our colleagues and members from the word go and we feel like we've made real breakthroughs – come and hear more!

Alicia Luther-Jones
Corporate Partnerships Manager, Girlguiding

Aimee Castle
Corporate Partnerships Officer, Girlguiding

Rosanna Denyer
Corporate Partnerships Officer, Girlguiding

15.15 Little and large - working together to deliver BIG impact

We often think of big companies aligning themselves with big charities, but times are changing. As companies continue to seek differentiation from their community investment programmes, more opportunities are opening up for lesser-known charity brands. During this session, hear how Depaul UK are working with global organisations to create meaningful and lasting societal impact. We'll tell you about Deloitte's 'One Million Futures' Responsible Business strategy and how this, through both fundraising and meaningful pro bono support, has delivered transformational change for Depaul UK. We'll also provide insights into how the partnership has exceeded all expectations. This session will provide valuable learnings for those seeking and managing corporate partnerships from charities of all sizes.

Annie Hall
Corporate Partnerships Manager, Depaul UK

Corey Robertson
Assistant Manager, Deloitte

16.30 Charity of the year- should we bother?

The detailed bid process, the live pitch, the need to create new projects and galvanise your entire networks behind the staff vote (within the strict rules). Charity of the Years are worth millions but almost always go to the usual suspects. In this highly energetic panel debate, we ask the question - Charity of the Year - is it worth it?

Hannorah Lee
Head of Corporate Partnerships, Age UK

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PARTNERSHIPS

Tuesday 3rd July

9.15

Session to be announced.

10.45
Learning from your mistakes

As corporate fundraisers, we often hear 'no' more often than we hear 'yes'. And when you're working in partnership with a company, it's guaranteed that not everything will run to plan. So how do we learn to pick ourselves up after - and even learn from - failure? And is the ability to learn from failure an important part of the partnership fundraiser's personality? Alix Wooding shares some of the failures she has experienced throughout her fundraising career, and what she's learned from them.

Alix Wooding
Director of Development, Southbank Centre

11.45
Transforming lives – hear why charity partnerships are so important to Morrisons, the way charitable giving has changed and the direction of travel for the future and why their current partnership with CLIC Sargent is their most successful to date.

An exciting opportunity to hear from David Scott, Head of Policy and Corporate Affairs at Morrisons who will talk about the supermarkets' approach towards charity partnerships. David will talk about the reasons why charity partnerships are such a key part of the Morrisons business and how their partnerships have evolved over the years. David will also look at how Morrisons are supporting their local communities today and what the future might look like. Finally, you will be able to hear David and Joanna Hancock, Head of Corporate Partnerships at CLIC Sargent talk about their current partnership and why it is their most successful to date with key tips and learnings for you to take away.

Joanna Hancock
Head of Corporate Partnerships, CLIC Sargent

David Scott
Head of Policy and Corporate Affairs, Morrisons

15.00
A winning formula for real partnership working

Creating partnerships that deliver shared value for both parties remains the holy grail of corporate fundraising. During this session, you will hear from the charities and companies behind two highly successful strategic partnerships. Alzheimer's Society and HSBC will provide a unique insight into how their organisations have worked together to align HSBC's business needs with Alzheimer's Society's wider goal of creating dementia friendly communities. You will also hear why YBS chose End Youth Homelessness as its charity partner, and how their relationship has grown to meet a wide range of strategic and fundraising objectives. With speakers from both HSBC and YBS, this session is not to be missed!

Hanna Anderson
People Experience Manager, HSBC UK

Aimee Maguet
Corporate Account Manager, Alzheimer's Society

Jo Taylor
Community Manager - Charity Partnership, Yorkshire Building Society

16.30
Perfect pitch

This Convention favourite is back by popular demand. In Perfect Pitch four corporate partnerships teams will pitch their innovative corporate fundraising ideas on behalf of other charities; putting their skills and reputation on the line to win a virtual pitch.

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PARTNERSHIPS

Wednesday 4th July

9.15 Perfect pitch

This Convention favourite is back by popular demand. In Perfect Pitch four corporate partnerships teams will pitch their innovative corporate fundraising ideas on behalf of other charities; putting their skills and reputation on the line to win a virtual pitch.

10.45

Session to be announced.

11.45 A Fundraising Three-Way; Age UK, Barnardos and Santander UK

Santander UK took a departure from the usual Charity of the Year route by asking the top two voted charities - Barnardo's and Age UK - to pair up. Hear how the charities brought together their massively different brands and causes to smash every fundraising target and delight Santander employees

David Gross
Corporate Partnerships Manager, Age UK

Amy Slack
Sustainability Manager, Santander

Martin Howard
Corporate Relations Manager, Barnardos

15.00 Commercial Partnerships – Top tips for growing your commercial income and complying with key legal requirements

Commercial partnerships are more common than ever before and can be a great way to raise more money for your organisation. But, there are important practical and legal considerations in order to make the most of opportunities to fundraise with commercial partners. Come along to this enormously helpful session and hear from Liz Brownsell, a senior associate at Birketts LLP and Joe Phillips from Amnesty International, who is a highly experienced corporate fundraiser.

Joe will share his recommendations and top tips for cultivating commercial partnerships and Liz will take you through the key legal requirements and fundraising regulations that you need to know and follow with great practical tips for you to take away. Joe and Liz have worked together on a number of projects so you will also have the chance to hear real life case studies to bring the theory to life and give you the tools and confidence to grow your commercial income in the future.

There will be a 20 minute Q&A session at the end and the opportunity to submit your questions in advance, PLUS you will also receive a Birketts Guide guide on working with commercial partners. This is a really important and topical session for anyone working in corporate partnerships who wants to ensure they have a sound understanding of the legal requirements around commercial partnerships.

Liz Brownsell
Senior Associate, Birketts LLP

Joe Phillips
Head of Major Gifts, Amnesty International

16.30 IoF Corporate Special Interest Group (SIG) open heart surgery

Back for the second year by popular demand, the IoF's Corporate Special Interest Group will once again be curating a fantastic session with some of the best corporate fundraisers in the sector. Take a seat and let them help you work through your biggest corporate challenges on a one to one or small group basis plus meet some fellow corporate fundraisers.

Georgina Brown
Chair, Corporate Fundraising Special Interest Group

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PERSONAL EFFECTIVENESS

Monday 2nd July

10.30 How to build and lead a great fundraising team

Using a principle-led approach and practical experience, this workshop will show you how to build and lead a great fundraising team with seven key principles for great non-profit leadership. Mixing team and personal leadership with real and tangible fundraising challenges, the session leader will use his 30 years' experience as a fundraising leader to coach participants who should bring their own challenges to share. Using cases studies, practical examples, exercises and tools, this workshop, aimed at all fundraisers who want to improve their teams, participants will leave with a renewed purpose and fresh approach so they can build and lead great teams.

Steven George
Founder, Good Leaders

12.00 Storytelling

Whatever your fundraising role or level, you will need to be able to influence; whether it is your manager or colleagues about your new ideas, funders to invest in your organisation or supporters to campaign, volunteer and raise awareness. Storytelling is already within your DNA, human beings learn and remember through story. It is also your most powerful influencing tool because a story told well connects with the listener, evokes emotion and inspires them to take action. In this session you will learn the essential ingredients for crafting your own powerful stories and learn how to tell them in a way to engage and inspire your audience.

Lucy Gower
Director, Lucidity

14.15 Personal brand

The term 'branding' has long been relegated to companies, but today almost every individual has a personal brand. Not many of us have consciously cultivated these brands, but they exist nonetheless. A digital footprint in the sands of time and space crowd sourced by friends, colleagues, and bosses. According to an AVG study, 92 percent of children under the age of two already have a digital footprint.

The question is no longer IF you have a personal brand, but if you choose to guide and cultivate the brand or to let it be defined on your behalf (Forbes.com). Two fundraising leaders share their personal experiences of building their profile in the sector - do's, don'ts, why's and how's.

Liz Tait
Director of Fundraising, Battersea Dogs and Cats Home

Joe Jenkins
Director of Supporter Impact and Income, The Children's Society

15.15 You and I need to talk

It's the tough bit of relationships, when you need to tackle something that won't go away, is causing a problem and keeping you up at 3am. It might be poor performance, it might be a well meaning supporter being a bit annoying or it could be your manager just not listening. Whatever it is there is a way - come and find out what it is.

Caryn Skinner
Director, Sharpstone Skinner

16.30 Women in fundraising - debate

Session detail to be announced.

Lizzie Hollis
Corporate Partnerships Manager, St Mungo's

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PERSONAL EFFECTIVENESS

Tuesday 3rd July

9.15 Donor focused leadership - how to create a donor-friendly, action-taking culture

The world we operate in is completely different to the 20th Century - and relentless technological advances mean the environment will keep changing. Unless we create cultures where people truly focus on the donor and are encouraged to use their initiative, we will fail to inspire loyal, generous support.

As part of the Commission on the Donor Experience, we sought out excellent leaders to find out how they've created teams that are donor-focussed and empowered. The best modern leaders act less like chess masters and more like gardeners. Using numerous examples, in this energising session Rob explains the three keys to leading in this way.

Rob Woods
Director, Bright Spot Fundraising

10.45 Innovation culture

Innovation is a popular word these days. We all want to be more innovative. But what does that actually mean? And how do you do it? In this session, join =mc and Paul Amadi (Executive Fundraising Director, MS Society) to unlock the mystery that is innovation. During this interactive session you will be introduced to =mc's IDEA model for innovation, alongside useful, practical examples and tips for bringing innovation into your everyday work. You will hear from a hugely successful Fundraising Director on how to make Innovation something you do, not just something you talk about.

Paul Amadi
Executive Director of Fundraising, MS Society

11.45 Resilience: How to make waves without drowning

Making waves of change is a crucial part of being a fundraiser. But change isn't easy and can take its toll no matter how tough you are. The resilience needed to keep sane can often result in talented fundraisers moving on - or out - of roles where real change is needed most.

Join two fundraisers with first-hand experience of those challenges. They will share hard learned lessons, change models that have worked & reveal what they wish they had known at the time, things that may make the difference between sinking & swimming whilst driving through changes within your organisation.

Rachel Hunnybun
Director of Client Relationships, DonorVoice

Maeve Strathy
Fundraising Strategist, Blakely

15.00 Mindfulness

Research suggests that when mindfulness becomes a shared social practice in an organisation, the organisation becomes more resilient and performs more sustainably, working relationships are enhanced, leadership, decision-making, creativity and innovation improve. We transform our organisations. So what's not to like?

But what exactly are we meant to be mindful of and just what are we trying to build in to our workplaces? This session explores how we can move mindfulness on from an image of sitting cross legged on a bean bag to how we develop our people, our strategy and achieve our outcomes.

Sarah Carter
Director, Wisdomfish

Neil Hope
Director, Wisdomfish

16.30 Young trustees

Session detail to be announced.

Sarah Atkinson
Director of Policy, Planning and Communications,
Charity Commission

Leon Ward
Deputy Chair, Brook Young People

Kirsty Marrins
Digital Communications Consultant, Kirsty Marrins Ltd

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PERSONAL EFFECTIVENESS

Wednesday 4th July

9.15

“Let’s sleep on it”...how to get great ideas from a better night’s sleep

Wouldn't it be great if we could somehow use our sleeping hours to help boost our ability to creatively solve work-related problems when we're awake? Well if you're someone who likes to say 'let's sleep on it' you are definitely onto something. Certain types of sleep have been shown to increase fluency, flexibility and originality of thought. This session will teach you the 10 minute exercises to allow you to use the night time to be more creative at work, to get great ideas from a better night's sleep.

Vanessa Longley

Director of Fundraising and Marketing, Havens Hospices

10.45

Presentation skills

When you speak, do you improve the silence? Are you able to say something truly worthy of attention? If you know there's room for improvement – you're in the right place. When your words have weight you see others sit up and pay attention and The Gravitass Method will boost your Gravitass and your skill as a speaker. The Gravitass Method will help you find your Gravitass and presence within. It is for you and your team if:

- you lack the credibility and the influence you really need
- you want to succeed in a new role and need a new style
- you don't speak up in meetings and it's holding you back
- your manner lets you down in teleconferences or media interviews.

Caroline Goyder

Coad and Mentor, The Gravitass Method

11.45

Leadership panel

Sector leaders share experiences and tips, and discuss current challenges.

Matthew Sherrington

Director, Inspiring Action Consultancy

Sonya Trivedy

Director of Fundraising, Strategy and Knowledge, Unicef

Paul Amadi

Executive Director of Fundraising, MS Society

15.00

Emotional intelligence - a cornerstone to great fundraising

Successful fundraisers not only fundraise, they inspire others to be the best they can be. Yes, you need to set the vision, but you also need to motivate and keep your staff. What does it take to be a great fundraiser who routinely achieves outstanding results? Nearly 300 studies show that the successes of high achievers are due more to their emotional competencies than their cognitive abilities. In short, Emotional Intelligence (EI) distinguishes the GREAT from the good. This introductory session outlines the concept of EI and how it can be developed.

Mark Hughes

Director, MCH

16:30

Time management - stewardship for the self; how to 'Bullet Journal'

I invite you to ditch your time management apps and embrace the 'Bullet Journal'. Described by the founder Ryder Carroll as 'an analogue system for the digital age', the Bullet Journal is a pen to paper system for organising your life. It starts with a simple template and presents endless opportunities for personalisation, 'self-curation' and creative expression. This practical workshop will introduce you to the basic structure of a Bullet Journal. We will look at inspiring examples of quirky presentation, before diving into a series of exercises to help you to map out your own, first Bullet Journal.

Caroline Danks

Fundraising Consultant, Caroline Danks Fundraising

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PHILANTHROPY

Monday 2nd July

10.30

Story power - five strategies to help you increase high value income

Do you ever have a conversation with a (potential) donor that feels pleasant enough, but doesn't lead to a next step or gift? In 14 years studying high value fundraisers who get outstanding results, Rob has found they talk to donors/supporters in a different way – they include far more concrete, real examples. This sounds obvious, but doing it in practice is much harder than most people think, especially in some kinds of charity. Making use of techniques from a professional story teller, Rob shares 5 powerful ways to help you solve these problems and inspire donors to give.

Rob Woods
Director, Bright Spot Fundraising

12.00

In it for the long term

Finding donors is hard; keeping them is even harder. But the benefits of a pool of committed major donors who will give year after year are not hard to understand.

This session will follow-on from Bill's previous panel sessions, which have looked at building the relationship with major donors and asking them for money. The final piece of the jigsaw will be addressed in this session; how to keep them onside so that they give again and again.

Bill King
Consultant, International Fundraising Consultancy

14.15

Ethics Jeopardy!

Based on the TV gameshow 'Jeopardy' - as the game goes, the answer is provided and the contestants come up with the question in the form of "What is". Ethics is not just a game but we sure can have fun while learning! Fundraisers are all good and honest people but ethics has a sneaky grey area that can trip up the best and brightest professionals. In this turbo-charged, exciting power session, you will have the chance to brush up on the fundamentals of ethical best practices and professional standards while at the same time, having a ridiculously good time.

Ligia Peña
Global Legacy Manager, Greenpeace International

15.15

Fundraising from the Islamic community

Research shows us that the Islamic community is very charitable. Many non-Muslim organisations don't understand how, why and where Islamic communities make charitable donations, and how non-Muslim charitable organisations can work with them. This session draws on original research and personal experience to provide an insight into the considerations to be made from both sides when fundraising with and from Islamic communities. It looks at the 5 types of donation but specifically Zakaat and Sadaqah. A perfect introduction for those who have little or no knowledge of this area of fundraising, and would like to understand more about it.

Ann Hedley
Business Development Manager, Inter Madrassah Organisation

16.30

In conversation with...

A sofa style interview between a major UK philanthropist and an experienced trainer.

Rachel Polnay
Philanthropy Director, The Prince's Trust

Philanthropist to be announced

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PHILANTHROPY

Tuesday 3rd July

9.15 International fundraising

Cross-border philanthropy is growing. Philanthropic organisations are both investing more across national boundaries as part of their asset management strategy, and individual and corporate donors are increasing their philanthropic giving outside of their home countries. This session on cross border philanthropy aims to highlight good and bad existing practices and to develop recommendations and ideas. This session will provide an overview of the current landscape for cross border philanthropy with experts from the King Badoiun Foundation and the UNHRC sharing their expertise.

Nancy Bikson
Managing Director, Chapel & York International

Ludwig Forrest
Philanthropy Advisor, King Badoiun Foundation

Reem Abdelhamid
Islamic and Arabic Philanthropy Advisor, UNHCR

10.45 Donor-advised funds: friend or foe?

The growth of donor-advised funds as a vehicle for major giving has exceeded all expectations in recent years. The largest charity in the US is now Fidelity Charitable – a donor-advised fund with donations of \$4.6bn. But what are donor-advised funds? How do they work and what do they mean for major gift fundraisers in today's complex fundraising market? Hear from CAF, the UK's largest provider of donor-advised funds and how these

funds can provide an opportunity to really engage with donors, alongside Jonathan Smith, who created and now manages a +£1m annual donations programme through CAF on behalf of one of the best known names in fund management.

Joanna Walker
Head of Private Client Philanthropy, CAF

Jonathan Smith
Head of Corporate Social Responsibility,
Woodford Investment Management

11.45 Launching a middle donor programme

What is a middle donor and how do we market to them? How are they different from the rest of our donors? This session will look at the why, the strategy, the operational plan, the forecasted results and the donor journey from mass-middle-major. We will share with you how we created a successful middle donor programme and the key challenges, insights and keys to middle donor fundraising.

Richard Lawrence
Philanthropy Manager, World Vision

Alice Larden
Senior Manager, Philanthropy and Partnerships CRUK

15.00 Getting and keeping the best relationship fundraisers: the looming crisis

An opportunity to hear leaders in the sector speak about the current and increasing challenge to attract and retain talented relationship fundraisers. This panel session includes case studies of how different charities have responded to the challenge and what the outcomes were. If you're interested in adding to or hanging on to your charity's relationship fundraising experts

(maybe you're a community, corporate or major gifts fundraising leader with recruitment on your list of headaches), come to this session to hear proven ideas and discussion points to help tackle this topic where you work. Relationship fundraising talent is vital for the health of our sector: demand for charities' services is greater than ever, and government funding is declining. But many of us struggle to attract and retain the very best. This session asks why that is, and what we can do to tackle the problem. The crisis of trust in fundraising has rightly led to increased scrutiny around 'running costs', but this can mean diminished investment in fundraisers and leaders, just as pressure on those roles cranks up even higher. Also, as the millennial workforce grows, charities no longer have the monopoly on careers that 'make a difference', as more companies devote time and money to making the world a better place.

Helen Trenchard
Head of Hospice Fundraising Development, Sue Ryder

16.30

Session detail to be announced.

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PHILANTHROPY

Wednesday 4th July

9.15

Dames, planes and automobiles

This session will cover the story of the NSPCC's Childline 30 Campaign. It went from concept to delivering £15m in a whistle-stop 18 months. What started with an extremely limited budget, incredibly high expectations and a complex organisation – became a rollercoaster ride galvanising the charity and surpassing its income, communications and brand objectives. The story will be told by Dame Esther Rantzen, who started Childline in 1986 and spearheaded the campaign and Mike McGrath who led it. We hope attendees will enjoy the session, whilst picking up inspiration, insight and confidence to overcome daunting obstacles and succeed in complex challenges.

Dame Esther Rantzen DBE
Founder and President, Childline, Trustee, NSPCC

Mike McGrath
Head of Supporter Management, NSPCC

10.45

Stop the endless chit chat and have donor conversations that work

Relationships are formed through conversations. In fundraising we are trying to build a relationship in order to bring the potential donor closer to the charity in order to be ready to be asked for a substantial gift. Or that is the theory. In reality, these conversations can be endless and fruitless – just a lot of coffee and a lot of chit chat over a long period of time. This hands-on session will draw on

the art of improvisation to help us make our conversations useful for both us and that poor potential donor who can't sleep from all that caffeine!

Beth Upton
CEO, Money Tree Fundraising

Peter Kershaw
Fearless Speaking Works

11.45

No more silos – bridging the gap between fundraising and service delivery

Over time, the different teams within charities can drift apart. And the gap between fundraisers and service colleagues can have a negative impact on our ability to create compelling propositions and involve funders in our work. This session will explain how the NSPCC and School-Home Support (two very different organisations) have addressed this issue and developed solutions to enable fundraisers to work more closely, quickly and effectively with front line services. Through stronger internal relationships and taking a collaborative approach to developing new projects, we are better able to identify and respond quickly to major funding and support opportunities.

Ben Ingram
Philanthropy and Development Manager, NSPCC

Debbie Boughtflower
Head of Planning, Programme and Operations, NSPCC

Saul Heselden
Head of Fundraising, School-Home Support

15.00

Mastering the major donor meeting

Meetings with major donors or potential ones can be hard. What should you talk about? What if they're bored? When can you show them your annual report or case for support? Should you make an ask? The answers to all these questions can be found in our ultimate major donor meeting process, which puts the donor at the heart of what we do. In this practical session, we'll show you how to get to know your donor better than they know themselves, to only ask them for things they want to give, and to become their favourite person.

Michelle Stein
Fundraising Consultant

Anna Sheinman
Fundraising Consultant

16:30

'Tribes' and tribulations: the reality of major donor fundraising in the regions

It turns out that the rules don't necessarily apply when it comes to major donor fundraising across the regions of the UK. Put your donor pipelines, pyramids and circles to one side for a moment and come and hear about what happened when this experienced fundraiser left London, only to find she had to re-learn her trade. Take away some new approaches and ways of thinking about your local philanthropists.

Faye Clews
Consultant, Development Partners

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THE BIGGER PICTURE

Monday 2nd July

10.30

Dreams, teams and memes

Big ideas drive fundraising growth, but how do you firstly find 'that' big idea and secondly, get your board, CEO, leadership team and other departments to buy into and support it? This session will show that the process to get to the right big idea not only fires up donors, but develops the culture across your whole organisation so that your focus does not get compromised.

Alan Clayton

Chairman, Alan Clayton Associates

12.00

Free gingerbread for everyone! Creating a multifaceted campaign

Gingerbread here, gingerbread there, there's gingerbread everywhere! When we developed the Giving a Home campaign we did not appreciate that we would never be able to see a gingerbread man again and not think '#Givingahome'. This session explores the process of developing a multifaceted campaign as a smallish charity. Resources were tight and there was no luxury of focusing on 1 or 2 supporter groups. This campaign taught us lessons in how to engage individual supporters, corporates, employees and community groups, through one appeal. We hope to share this learning

with you and also how we secured investment funding and celeb endorsement in the campaign.

Crystal Hicks

Head of Business Development, Oasis Aquila Housing Association

Jo McRea

Corporate and Trusts Fundraiser, Oasis Aquila Housing Association

Abbie Scott

Supporter Engagement Officer, Oasis Aquila Housing Association

14.15

The psychology of negotiation & the art of getting what you want

Common negotiation mistakes' (CNM's) that people make regardless of experience, culture, gender, hierarchy & industry. By exploring the CNM's we can then start to understand how to avoid them and identify them in the words and actions of others.

Natalie Reynolds

CEO and Founder, advantageSPRING

Dominic Vaughan

Director, advantageSPRING

15.15

The joy of brand transformation

When Children's Hospice Association Scotland divided 195 by 52 and realised three children die each week in Scotland from an incurable condition, we knew we had to change. We don't just mean refresh our logo and typefaces. We mean really change. So we turned to the experts – the children we care for. By putting fundraising at the heart of our brand and children at the heart of our fundraising, we've dramatically increased the impact we're having right across Scotland. Join CHAS and Different Kettle to learn how our new fundraising-led brand will Keep The Joy Alive for thousands of families.

Iain McAndrew

Director of Development and Communications, CHAS

Debbie Mooney

Head of Campaigns, CHAS

Nicholas Holmes

Director, Different Kettle

16.30

Fundraising for small charities: Moving from surviving to thriving

Like many small charity CEOs I had no fundraising experience when I became the CEO of Youth Concern, then I discovered some strategies to move from surviving to thriving.

Fran Borg-Wheeler

CEO, Youth Concern

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THE BIGGER PICTURE

Tuesday 3rd July

9.15

BAME fundraisers in the UK - what's race got to do with it?

The session will cover the findings from research initiated last year, with the support of the IoF and the Black Fundraisers UK Special Interest Group. We will reveal an initial typology of BAME fundraisers in the UK, a snap shot of their personal and professional characteristics, their perceived challenges and opportunities to their professionalism and the implications this has on practice and the sector. This is crucial to harnessing the full extent of philanthropy in the UK, with the question - why are there so few BAME fundraisers?

Fezzan Ahmed

Founder and Director of Projects, Jigsaw House

10.45

A view from the inside - from the poacher turned gamekeeper (the perspective of a fundraiser working within a corporate)

Two fundraisers, each with over 15 years' fundraising experience within national and local charities now working as the 'charity person' within national/international corporates. Now being on the inside we see the view on corporate fundraising very differently. Learning from our experience, and sharing examples, we will give you insider knowledge on how to tailor your approach to greatest effect. We will advise what to consider in your proposals and the information and essential research you need to do before you even make your approach, helping

you to increase your chance of success and make the partnerships effective for all involved.

Amy Wilson

Fundraising Manager, Pets At Home

Clare Beavan

Foundation Manager, DWF Charitable Foundation

11.45

Just do the right thing! But is it so easy to tell right from wrong in fundraising?

It's often said that fundraisers 'just need to do the right thing'. But how do you decide what 'the right thing' in fundraising really is? And for whom should you do that 'right' thing. This session presents a new ethical decision-making framework and invites delegates to work through a series of actual fundraising ethical dilemmas.

Ian MacQuillin

Lecturer in Fundraising and Marketing, University of Plymouth

15.00

The colour of wealth

With increased competition for philanthropy, the time to focus on diversity & inclusion is now. The BAME community represents a sizeable donor and talent pool. 2051 projections for this group's share of the UK population is 30% and recent studies value the group's combined disposable income at £300 billion. Charities would benefit from reflecting this diversity in their workforce given the multi-cultural communities they service. Highlighting leading practices from the not-for-profit and private sectors, this session will help you build a business case for diversity & inclusion in addition to a pipeline for a diverse workforce and supporter communities.

Lannah Carbonilla

Head of Marketing, Institute of Cancer Research

Rani Pooran

Senior Adviser Diversity and Inclusion Strategies, Bank of Montreal Financial Group

16.30

Pride in fundraising

Diversity is one of the key themes of this year's convention. This interactive panel discussion will enable participants to hear from industry experts about their experiences within the sector. The importance of serving the LGBTQ+ community, engaging the community as donors and creating the right culture in a fundraising environment for our people.

Rachel Mann-Bradbury

Regional Fundraiser - East Midlands, Diabetes UK

Louise Smith

Director of Fundraising, Stonewall

Matthew Hodson

Executive Director, Aidsmap

Terence Lovell

Director Development, Teach First

Samir Savant

Director, London Handel Festival

James Beeby

Director of Fundraising, Prostate Cancer UK

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THE BIGGER PICTURE

Wednesday 4th July

9.15 Getting uncomfortable with innovation

In the last 10 years there has been a huge focus on innovation in fundraising strategies, with the creation of innovation functions and specialist consultancies. Yet truly distinctive propositions creating lasting strategic impact remain a rarity. In this session we will examine the reasons for this stagnation, and the challenge of enabling 'uncomfortable' ideas with game changing potential to flourish. With simple steps from real case studies, this session will help you find your own answers on making innovation work for your organisation, and how you can become comfortable with the uncomfortable.

Joe Morrison
Head of Business Improvement and Innovation, Plan International UK and Founder, Craft and Scale

Claire Whitney
Senior Individual Giving Manager, Scope

Tracey Pritchard
Executive Director of Engagement, Prostate Cancer UK

10.45 Your consensus building approach does not work in a Snapchat World

How does an organisation that spends months or years trying to sensitively navigate an issue and build consensus among beneficiaries, policy makers, interest groups and donors cope when a Tweet or Instagram story from an individual instantly gains publicity and moves the issue on without them.

Kevin Delaney
Head of Fundraising and Communications, Don Bosco Care

11.45 Don't like change... leave it in the tip jar...

Change is the new normal, whether it be the merging of departments and functions, cutting costs, making structural changes or just changing how you work with each other you have probably gone through this all at some point. As leaders we are often thrown in the deep end and, often it's a little lonely! Join in this small panel discussion and workshop to hear and share with each other and hopefully go away having learnt some hints and tips from your peers in other organisations.

Libby Gordon
Head of Strategic Operations and Performance, Christian Aid

Emily Petty
Director Strategic Philanthropy and Community Engagement, Children's Society

Lisa Aubrey
Head of Community and Engagement, Save The Children

15.00 Growing and diversifying your fundraising business - lessons from down under

Growing income, diversifying fundraising streams, acquiring new donors and maintaining acceptable ROI is an ongoing challenge, particularly for smaller NFPs. Using a case study approach, this session will follow the transition of fundraising within Black Dog Institute, an Australian mental health research NFP. In 2014, their fundraising team consisted of 2 people with an annual revenue of \$A1.7million, focused primarily on community fundraising. Today, a team of 9 generates fundraising revenue of approximately \$A9million per year spanning community fundraising, philanthropy and major gifts, corporate partners, individual giving and bequests, and is on its way to achieve a target of \$A18million by 2021.

Karen Elliff
Director of Fundraising and Development, Black Dog Institute

16:30 Fundraising magic - how to use the new rules of the game to achieve maximum impact

The rules of communication have changed - and if you wish to play the game it helps to know the rules. This session will:

- look at how the rules of communication have changed, and what the implications are for fundraising
- explore the direction of travel and emerging trends that you should now consider
- recommend how your organisation needs to adjust and what steps you as a fundraiser can begin to take

It will include a specific case study of SolarAid and their learning over 6 years from applying this approach to achieve a greater impact.

Richard Turner
Director, IFundraiser

Jamie McLoskey
Programme Funding Manager, SolarAid

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TRUSTS AND STATUTORY

Wednesday 4th July

9.15 Meet the funder

Come and hear from the funders themselves - what their priorities are, what makes a great application, what trends they are seeing, what you should stop doing today. Your chance to come and listen to Caroline Mason from Esmee Fairbairn Foundation, along with two other funders (to be confirmed) and ask questions to those deciding on whether you get the funding. Chaired by Carol Mack from Association of Charitable Foundations.

Carol Mack
CEO, Association of Charitable Foundations

Caroline Mason
Chief Executive, Esmee Fairbairn Foundation

Ruth Ruderham
Grants Director, Comic Relief

Paddy Sloan
Interim Grants Director, Children In Need

10.45 I'm a sole man: hitting the right notes as a 'one-man' band

Two case studies, warts and all, from sole fundraisers working in Scotland's social care environment. Over seven years, Kevin has taken fundraising income from £7,000 to over £200,000 at Bield to provide additional care services for older people. Certainly not all plain sailing, Kevin will

explain the obstacles he overcame & talk you through his journey. Deanna joined Carers Trust (in Scotland), at the end of 2016 as the Trusts (etc.) Fundraiser just before a significant restructure of the UK-wide organisation. Reduced in Scotland to a fundraising team of one, with a new director, reduced supporter lists and resources, and what seemed like an impossible target they're now back on track. There will be time for Q&A at the end so hopefully small charities with very limited fundraising resources can apply these learnings to help themselves.

Kevin Rowe
Fundraiser, Bield Housing & Care

Deanna Wolf
Trusts, Statutory & Lottery Fundraising Manager (Scotland), Carers Trust

11.45 Is trusts a numbers game? Using data to improve performance

Always looking at the number of applications submitted? Tired of unhelpful KPIs? Then this is the session for you! Trust fundraising can be a numbers game, but we often ending up looking at the wrong numbers. Learn how to focus your efforts based on data. This will enable you to improve performance according to what works best for your organisation and your team. During this session we will look at the different types of data you can gather, and talk through real life examples of how data has improved performance.

Lauren Ambrose
Philanthropy and Partnerships Manager, Girlguiding

Jess Brown
Head of Trusts and statutory, National Autistic Society

15.00 What is happening with trusts and foundations and statutory funding?

A debate and discussion on trends and what you can do to prepare yourself and your organisation for the future.

Professor Cathy Pharoah
CASS Business School

16:30 "Everyone's a critic" - sharing and comparing trust applications

Ever wondered how your trust applications compare to other organisations? Or wished that you could get more feedback about your proposals? Now's your chance! This interactive workshop provides the opportunity for you to swap your role of grant seeker for that of grant giver. With input from leading trust fundraisers you will get the chance to critique real funding proposals to see what works and what doesn't, and consider how you can apply this to your own proposals. Double the learning by (anonymously) submitting a proposal to be critiqued!

David Burgess
Director, Apollo Fundraising

Marina Jones
Head of Trusts and Foundations, Royal Opera House

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Prices for 2018

To book your place, visit www.fundraisingconvention.uk

Individual member	1 Day	£290
Individual member	2 Days	£490
Individual member	3 Days	£695
Non- profit Non-member	1 Day	£385
Non- profit Non-member	2 Days	£630
Non- profit Non-member	3 Days	£880
Commercial Non-member	1 Day	£470
Commercial Non-member	2 Days	£870
Commercial Non-member	3 Days	£1110

Earlybird rate
(until 20th April!)

£261
£441
£625 ^{.50}
£346 ^{.50}
£567
£792
£423
£783
£999

Discounts of up to 35% are applicable for group bookings and a limited number of small charity bursaries are also available.

