fundraising everywhere

November 24th 2022
12pm – 3pm GMT

Fundraising Tech

ROOM 1: THE BASICS

WELCOME 12:00

12:10 How Newcastle Dog & Cat Shelter Used Mobile Lotteries To Cover Rising Costs, Beth Coding – NCL Dog & Cat Shelter & Brad French – Donr

12:30 How To Move To A Proper CRM System If You're Still Using Spreadsheets, Chris Houghton – Beacon CRM

12:55 Data Protection: The Tools You Need To Keep You Compliant, Mark Burnett – Hope & May

13:20	BREAK

13:30 Thinking Big – How To Run A Successful Fundraising Campaign As A Small Charity, Ben Parker – StockCrowd UK & Sarah Clancy – Herts Rotary Club

13:50 How To Create Accessible Social Media Content, Alexa Heinrich – St. Petersburg College

14:15	BREAK

14:25 Email Marketing 101: How To Launch And Grow An Email Marketing Programme That Isn't Boring, Alex Fearon – Maybe Later

14:50 How WaterAid Used Strava To Springboard To Swim Marathon Success, Alice Young – Enthuse & Lizzie Griffiths – Water Aid

15:00	CLOSING THOUGHTS

LIVE & ON DEMAND

Fundraising Tech

ROOM 2: LEVEL UP

WELCOME 12:00

12:15 Facebook Native Facebook Challenges: A Game–Changer?,
David Burns – GivePanel & Lucy Canning – Dementia UK

12:30 Live Post Session Q&A With:
David Burns – GivePanel & Lucy Canning – Dementia UK

12:50 How To Use TikTok For Charities, Alexander Lengen – TikTok

13:20 BREAK

13:30 Building An Organisation To Attract & Retain Supporters With A Mobilisation
Model, Paul Hayward – Engaging Networks & Ella Prior – The Children's Society

13:55 Improve Your Online Donation Checkout: Metrics Wins & Fails,
Thomas Forgione & Katie Stevens – JustGiving

14:15 BREAK

14:25 How Breast Cancer Now Built 'Best–In–Class' Live Broadcasts &
Generated Real Impact, Dan Papworth–Smyth – Breast Cancer Now

14:50 GoogleAd Grants: Hot takes, Fai Hassan – Public Outreach

15:00 CLOSING THOUGHTS

LIVE & ON DEMAND