

Individual Giving Conference



October 19th 2023
12pm – 4pm BST

Online



ROOM 1



● LIVE

W E L C O M E 1 2 : 0 0

12:10

Reimagining Fundraising: How to Unlock More Gifts with AI
– John Roberts, Head of UK at Dataro

12:45

How to Brief AI for Better Results – Joel Mills, Associate Professor of Academic Leadership at BPP Education Group

13:20

B R E A K

13:35

Fundraising in a Perma-Crisis: The View From Supporters
– Steven Dodds, Managing Director & Paul Seabrook, Founder and CEO at Beautiful Insights

14:10

How to Find New Donors: Panel Q&A with UK Charities
– Ask Direct & Guests

14:40

B R E A K

14:55

An Integrated Campaign Masterclass: Great Ormond Street's Build It. Beat It. Campaign – Amy Hutchings, Creative Strategy Director at Open & Chloe Shields, Peer Support Worker at GOSH

15:30

Repeat & Succeed: How One UK Charity Nailed Their Repeat Individual Giving Campaign – JustGiving

16:00

C L O S I N G T H O U G H T S

LIVE & ON DEMAND

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ROOM 2



● LIVE

W E L C O M E 1 2 : 0 0

12:10

More is More: Growing Your Individual Giving Digital Product Portfolio
– Eoghan Beecher, Country Manager (UK & Ireland) at iRaiser

12:45

Using Data & Uplifts to Maximise Your Regular Giving – Muna Hussen,
UK Lead at Raisely

13:20

B R E A K

13:35

How to Boost Supporter Engagement & Delight Donors With Innovative Fundraising Technology – Tom Presland, Business Development Manager
at GWD

14:10

Which Baskets Are Right for my Social Media Eggs? – Athar Abidi,
Head of Social Media at CRUK

14:40

B R E A K

14:55

How Oxfam Developed & Successfully Maintained In-House Telefundraising During Covid – Alex Mackain-Bremner,
Telefundraising Specialist at Oxfam

15:30

Insights into Faithful Donors – Irshad Osman, Lori Reesor & Ann
Rosenfield

16:00

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ROOM 3



LIVE

WELCOME 12:00

12:10

Match Funding to Multiply Impact – Bethany Duxbury–Campbell, Marketing and Comms Manager & Sahil Shah, Key Partnerships Manager at The Big Give

12:45

Optimise Your Online Donation Experience

13:20

BREAK

13:35

Five Mistakes to Avoid in Designing & Implementing Supporter Journeys – Craig Linton, Director of The BINGO Solution & Founding Member of The Supporter Experience Collective

14:10

How to Get People to Care – Tim Kachuriak, Chief Innovation & Optimization Officer at NextAfter

14:40

BREAK

14:55

Launch a Memory – Innovation for Acquisition, Conversion & Retention of Donors – Lauren Poole, Senior Marketing Manager at RNLI

15:30

Small Tweaks of the Dial: Using the Phone to Elevate Support Experience & Improve Campaign Efficiency – Abena Bentum, Head of Committed Giving at GOSH

16:00

CLOSING THOUGHTS

LIVE & ON DEMAND