

Legacy Fundraising Virtual Conference

February 15th 2024
12 – 4pm GMT



ROOM 1

WELCOME 12:00

12:05 **The Future of Legacy Fundraising – Ashley Rowthorn, Legacy Futures**

12:40 **How to Measure Legacy Income and Forecast for Future Years**
– Doug Clow, Legacy Foresight

13:15 **B R E A K**

13:30 **Breathing Life Into Death: Innovating With In-Memory & Legacy Giving**
– Emily Grint, Legacy Voice & Tracy Jones, Ty Hafan Children's Hospice

14:05 **Internal Buy-In: How to Build Confidence & Relationships in Your Team for Legacy Conversations** – James Reid, Royal British Legion

14:40 **B R E A K**

14:50 **Legacy and In-Memory Giving: How to Work Together Better**
– Claire Routley, Legacy Voice

15:25 **Accessibility and Inclusion in Legacy Marketing**
– Jake O'Dwyer, Stonewall & TBA

15:55 **C L O S I N G T H O U G H T S**

L I V E & O N D E M A N D

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ROOM 2

WELCOME 12:00

12:05

IN ROOM 1

The Future of Legacy Fundraising – Ashley Rowthorn, Legacy Futures

12:40

Distilling Supporter Insights to Shape Your Legacy Proposition
– Jaz Nannar

13:15

B R E A K

13:30

Effective Legacy Stewardship – Juliet Hinton-Smith, Scope

14:05

How to Grow Your Legacy Pipeline – Stuart McCoy

14:40

B R E A K

14:50

What Happens in the Room? Solicitors and Legacy Fundraising Panel
– Robert Jobson, Gardner Leader; Hazara Patel, Mullis & Peake LLP
Solicitors & Gaynor Lanceley, Shakespeare Martineau

15:25

Legacy and Place Fundraising: The Power of Nostalgia and Memories
– Viet Anh Hua & Guests TBA

15:55

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

L I V E & O N D E M A N D