



November 21st 2024

12pm - 4pm GMT

Fundraising Tech

DEMOCRATISING TECHNOLOGY

WELCOME 12:00

12:10 **Take Your Digital Fundraising To The Next Level In 2025**
– Gavin MacDonald

12:45 **Which CRM Is Right For You And How To Switch With As Little Stress As Possible** – Martin Thompson

13:15 **BREAK**

13:30 **How To Utilise Tech At Every Stage Of The Supporter Lifecycle**
– Maxine Smitiuch

14:05 **Is Your Fundraising Funnel Missing Its Most Critical Step?**
– Nick Burne

14:35 **BREAK**

14:50 **Data Protection For Charities**
– Mark Burnett, Hope & May

15:25 **Will AI Steal Your Job Or Get You Promoted? How To Lead The Digital Transformation In Fundraising** – Marina Moreira

15:55 **CLOSING THOUGHTS**

**LIVE &
ON DEMAND**