

F2F & Telephone Fundraising Conference

April 17th 2024
12 – 4pm BST

Online 



Headline
Sponsor for
Room 1

ROOM 1: F2F

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

12:10 We Benchmarked 100,000 Donors: Here's What We Learned About Attrition – Liam McEntegart, REAL Fundraising

12:45 How Can We Make Direct Dialogue Even Better?
– Alex Achkar & Tim Longfoot, Open

13:20 B R E A K

13:30 Digital Payment Revolution: How Applepay, Googlepay and Co. Will Change Face-To-Face Fundraising Forever – Michael Peiner, Formunauts

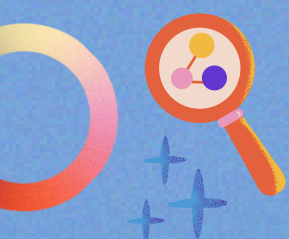
14:05 Returning to F2F: How To Relaunch & Expand
– Alan Moss, Worldwide Cancer Research

14:35 B R E A K

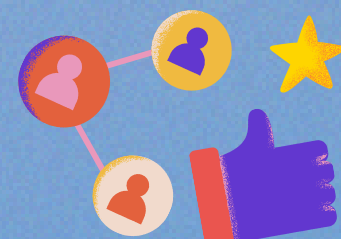
14:45 Budgeting for F2F Success: an Amnesty International Case Study
– Craig Linton, The BINGO Solution

15:20 Going Beyond Mystery Shopping: A Deeper Dive Into Auditing of F2F & How It Is Proven To Raise Standards & Performance
– Daniel Servante & Sam Hollyman, Green Light Sites

15:50 C L O S I N G T H O U G H T S



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ROOM 2: TELEPHONE

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12:10 "Taking The Ick Out Of The Ask": How To Craft Your 5–Minute Fundraising Conversation – Kel Haney

12:45 Hello? Is It An Uplift You're Looking For?
– Abena Bentum & Leigh Hesketh, GOSH

13:20 B R E A K

13:30 Audioliz: Using AI to Manage Call Quality – David Klajman, Fidelis

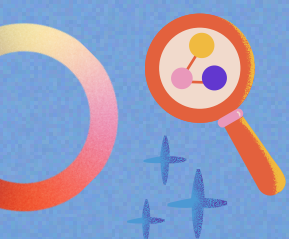
14:05 Lead Generation: Success For Small Charities
– Lauren Buchanan, OneKind

14:35 B R E A K

14:45 Telephone Best Practice From the UK, NZ & Australia
– Daniel Turner, Unity4

15:20 Boosting F2F Donor Experience With Telemarketing
– Ilja de Coster, DonorVoice

15:50 C L O S I N G T H O U G H T S



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ROOM 3: STRATEGY

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

12:10 **Turning Data into Opportunities: Enhancing Face-to-Face Channel at Low Cost** – Eduardo Massa, UNICEF Brazil

12:45 **Global Conversations: Lessons From Around the World**
– Daryl Upsall, Filipa Morais, Jamal Monteilh & Juan Edelshein

13:20 **B R E A K**

13:30 **How To Select an Agency That Aligns With Your Values & the Best Questions To Ask** – Liam McEntegart, REAL Fundraising

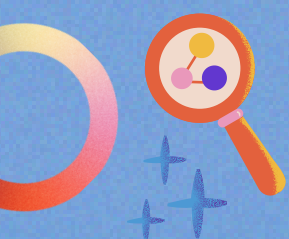
14:05 **Recruiting Values Aligned Fundraisers** – Tom Ward, REAL Jobs

14:35 **B R E A K**

14:45 **You Become What You Measure: Getting Your Ethical Strategy Right**
– Jacob Møllemose, Impact Talks

15:20 **The Art of Personalized Matching: Transforming Donor Engagement**
– Kiki Koutmeridou, DonorVoice

15:50 **C L O S I N G T H O U G H T S**



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