

Face-to-Face Fundraising Conference



April 23rd 2025
12 – 4pm BST

Online 



ROOM 1

WELCOME 12:00

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

12:45 **Fireside Chat: Trends And Insights To Maximise Income From Donor Retention** – Josh White & Merlin Myer Supporter Engagement Manager, Oxfam

13:15 **BREAK**

13:30 **Your Sustainable F2F Strategy: How To Set, Measure, And Support Your Growth Goals** – Daniel McDonnell, UNICEF Global Face to Face Fundraising Specialist

14:05 **Case Study: To Be Announced**

14:35 **BREAK**

14:50 **What The Numbers Say: Benchmarking And The Future Of Face-To-Face** – James Briggs

15:25 **Working With The Right F2F Agency For Your Charity** – Rachael Moore, Fundraising & Marketing Compliance Manager at Macmillan

15:55 **CLOSING THOUGHTS**

LIVE & ON DEMAND

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ROOM 2

WELCOME 12:00

12:10 **The Art of Conversation**
– Silvia Bueso

12:45 **Compliance For The Modern F2F Fundraiser**
– Green Light Sites

13:15 **BREAK**

13:30 **Opportunities and Challenges: How F2F Fundraising has evolved, adapted and faces the future** – Daryl Upsall and Elsbeth De Ridder

14:05 **Mastering In-House F2F: From Setup to Success**
– Elsbeth de Ridder

14:35 **BREAK**

14:50 **How to ethically grow your face to face channel**

15:25 **How to train skilled and confident F2F fundraisers**
– Cam St Omer Donaldson

15:55 **CLOSING THOUGHTS**

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