

Individual Giving Conference



● LIVE

October 16th 2025
12pm – 4pm

Online 

ROOM 1: DISCUSS



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

12:10 Recruitment In A Crisis – Shabby Amini, MAP

12:45 The IG Evolution: in-Channel Diversification

13:15 B R E A K

13:30 Acquisition At Scale – What's Next?

14:05 How To Appeal To Younger Donors: Q&A With Younger Donors

14:35 B R E A K

14:50 Acquisition Within Your Database: Reengaging Your Donors

15:25 Donors Of Tomorrow: Main Findings From Blue State's Giving Behaviours Tracker 2025 – Anjali Bewtra, BlueState

16:00 C L O S I N G T H O U G H T S

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ROOM 2: INSPIRE



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

12:10 Behind The Scences: Charity Digital Campaigns
– Craig Linton, Charity Elevate AI

12:45 One-Off To Regular: Stewardship Journeys

13:15 B R E A K

13:30 Are You Giving Enough Attention To Retention?
– Andrew Taylor-Dawson

14:05 To Be Announced

14:35 B R E A K

14:50 Beyond Generative AI: Efficiency Not Shortcuts

15:25 RG vs Membership: A Case Study

16:00 C L O S I N G T H O U G H T S

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ROOM 3: EXPLORE



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

12:10 To Be Announced

12:45 The Return Of PSMS: A Green Shoot For IG
– Tim Longfoot, Open

13:15 B R E A K

13:30 Conversations That Convert: Dialogue Fundraising
– Imi Launchbury – ActionAid

14:05 Go To Your Donor: Above The Line Channels
– Jack Watts Alzheimer's Society

14:35 B R E A K

14:50 Tap To Transform Cash Givers To Regular Donors
– Lisa Evans, Toucan

15:25 Get Back For Giving: Value Exchange In 2025
– Sarah Crowhurst, Hynt

16:00 C L O S I N G T H O U G H T S

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