

# 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

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

LIVE & ON DEMAND

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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 What A Good Post-Donation Journey Looks Like

13:15 B R E A K

13:30 Are You Giving Enough Attention To Retention?

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 The Power Of Print: Nail Your Next Door Drop

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

14:05 Go To Your Donor: Offline Acquisition

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

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

LIVE & ON DEMAND