

# Telephone Fundraising Conference

April 24th 2025  
12 – 4pm BST

Online 



## ROOM 1: STRATEGY

WELCOME 12:00

12:10 Telephone Fundraising Best Practice: Trends And Insights For The Future Of Phone Calls – Bethan Francis, Stratcom

12:45 Reduce Attrition By Improving Supporter Experience – Louise Wells, MAG

13:15 BREAK

13:30 Campaign Continuation: Digital & DRTV To Conversations – Karen Gay (Stratcom), Jade Deeley (Samaritans) and David Ramsey (Save the Children)

14:05 The Digital Decrease: Where To Find New Leads – Josh Leigh, Digital Marketing and Fundraising Specialist at Hynt

14:35 BREAK

14:50 Maximise your telemarketing ROI with your 1% – Jack Boardman, Angel Ltd

15:25 Working With External Agencies: Relationships, Quality, And Connection – Alex Mackain-Bremnar (Oxfam International)

15:50 CLOSING THOUGHTS

LIVE & ON DEMAND



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## ROOM 2: SKILLS

WELCOME 12:00

12:10 Phone Call Formulas: What's A 'Good' Call & How To Measure It  
– Cam St-Omer Donaldson

12:45 Let's Replace Telephone Fundraisers With Robots  
– Amy-Jane Meerman

13:15 BREAK

13:30 Case study: Behind The Scenes Of Greenpeace's Telephone Fundraising – Gráinne Callan – Greenpeace

14:05 Pick Up The Phone With Confidence! – Simon Scriver

14:35 BREAK

14:50 How To Hire Your Next Telephone Fundraiser(s)  
– Bethan Francis, Stratcom

15:25 Building Your In-House Telephone Team: How To Get Started And What Calls To Prioritise – Oliver Pancoust, Performance Manager at Oxfam

15:50 CLOSING THOUGHTS

LIVE & ON DEMAND