

# 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

**Keeping Donors for the Long Haul: How Great Supporter Experiences Reduce Attrition** – Louise Wells, MAG

13:15

BREAK

13:30

**From Attraction To Conversion – How Continuity Drives Success**  
– Karen Gay (Stratcom), Jade Deeley (Samaritans) and David Ramsey (Save the Children)

14:05

**The Digital Decrease: Where To Find New Leads**  
– Josh Leigh (Hynt), Fiona MCGregor (British Red Cross), Janelle Wright (FARA), Tory Nairn (Greenpeace UK)

14:35

BREAK

14:50

**Maximising Telemarketing ROI – Infinity Loop**  
– Jack Boardman, Angel Ltd

15:25

**Working In Partnership With Your Telemarketing Agencies**  
– Alex Mackain-Bremnar (Oxfam International)

15:50

CLOSING THOUGHTS

LIVE & ON DEMAND

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## R O O M 2 : S K I L L S

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

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

B R E A K

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

B R E A K

14:50

**What Makes a Great Telephone Fundraiser?**  
– Bethan Francis, Stratcom

15:25

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

15:50

C L O S I N G T H O U G H T S

L I V E & O N D E M A N D