Digital Fundraising Conference

**July 3rd 2025
12 – 4pm BST**

Online

fundraising everywhere

ROOM 1: SKILLS

WELCOME 12:00

12:10	**Digital Fundraising: The State Of Affairs** – Ali Walker–Davies
12:45	**Building Your Email Stewardship Programme From The Ground Up** – Paul Taylor, Head of CRM, JustGiving

13:15 — BREAK

13:30	**To Be Announced**
14:05	**Beyond Meta: Building a Full–Funnel Digital Program with Pmax, Programmatic & Audio** – Nathalie Ormrod, BlueState

14:35 — BREAK

14:50	**Engaging Gen Z: The Future Is Crowdfunded**
15:25	**How To Grow Your Digital Fundraising Skills**

15:55 — CLOSING THOUGHTS

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ROOM 2: STRATEGY

WELCOME 12:00

12:10	**Digital Skills Report 2025: Results Preview** – Zoe Amar
12:45	**Scaling Your Digital Fundraising**

13:15	**BREAK**

13:30	**Closing The Digital Fundraising And Storytelling Skills Gap**
14:05	**Ways Of Working: The Skill Of Learning Skills**

14:35	**BREAK**

14:50	**Resourcing A Team In The New Digital Landscape**
15:25	**How To Write A Digital Budget**

15:55 CLOSING THOUGHTS

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ROOM 3: TOOLS

WELCOME 12:00

12:10	**Top 10 Tools For Basic Digital**
12:45	**Top 10 Tools For Advanced Digital**

13:15 — BREAK

13:30	**Navigating Meta Restrictions: A Digital Fundraisers Guide**
14:05	**TikTok For Lead-gen** – SocialSync

14:35 — BREAK

14:50	**The Organic Social Media Landscape**
15:25	**To Be Announced**

15:55 — CLOSING THOUGHTS

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ROOM 4: INNOVATION

WELCOME 12:00

12:10	**Contactless, Cashless, Limitless: The Future of Digital Giving** – Jacob Collins-Brown, Paya
12:45	**Beyond Hand-Raisers: Quizzes, Digital Value Exchange Guides And More**

13:15	**BREAK**

13:30	**How Commercial Brands Use Email For Customer Experience**
14:05	**Digitise The Service User's Experience And Turn Them Into Donors Or Fundraisers**

14:35	**BREAK**

14:50	**How AI And Data Can Help Us Understand Staff Wellbeing**
15:25	**Q&A with People vs. Profiteers / Elon Musk campaign**

15:55	**CLOSING THOUGHTS**

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