

Digital Fundraising Conference

July 3rd 2025
12 – 4pm BST

Online 



R O O M 1 : S K I L L S

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

12:10 The State Of Digital Fundraising Today – Ali Walker-Davies

12:45 Building Your Email Stewardship Programme From The Ground Up
– Paul Taylor, Head of CRM, JustGiving

13:15 B R E A K

13:30 Using Digital To Secure A Long Term Relationship With Supporters:
The Second Gift Challenge – Eoghan Beecher, iRaiser

14:05 Beyond Meta: Building a Full-Funnel Digital Program with Pmax,
Programmatic & Audio – Nathalie Ormrod, BlueState

14:35 B R E A K

14:50 Engaging Gen Z: The Future Is Crowdfunded

15:25 How To Grow Your Digital Fundraising Skills

15:55 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

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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 B R E A K

13:30 Closing The Digital Fundraising And Storytelling Skills Gap
– Jonathan, Lightful

14:05 Ways Of Working: The Skill Of Learning Skills
– Kim Lewry, Royal College of Surgeons

14:35 B R E A K

14:50 Building Digital Teams That Raise Millions – Carmen Barlow

15:25 How To Write A Digital Budget

15:55 C L O S I N G T H O U G H T S

LIVE & ON DEMAND

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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 B R E A K

13:30 Navigating Meta Restrictions: A Digital Fundraisers Guide

14:05 TikTok For Lead-gen – SocialSync

14:35 B R E A K

14:50 The Organic Social Media Landscape

15:25 Optimising Your Online Donation Journey – Vicky Reeves, GoDonate

15:55 C L O S I N G T H O U G H T S

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R O O M 4 : I N N O V A T I O N

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

12:10

Contactless, Cashless, Limitless: The Future of Digital Giving
– Lisa Evans, PAYA Group

12:45

Beyond Hand-Raisers: Quizzes, Digital Value Exchange Guides And More

13:15

B R E A K

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 – Rebecca Whitwick, Anthony Nolan

14:35

B R E A K

14:50

How AI And Data Can Help Us Understand Staff Wellbeing
– Retail Trust, Tim Walpole

15:25

Q&A with People vs. Profiteers / Elon Musk campaign

15:55

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