

# 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

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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  
– Ellie McGuigan, Cancer Research UK

14:05      TikTok For Lead-gen – Ben Collins, SocialSync

14:35      B R E A K

14:50      The Organic Social Media Landscape – Tereza Litsa

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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## ROOM 4: INNOVATION

WELCOME 12:00

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      **Using Digital Channels And Innovation To Engage Our Register**  
              – 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

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