

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
– Dina Rickman, GoFundMe

15:25 Making The Most Of Email Soft Opt–In Changes
– Joshua Leigh, Hynt

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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R O O M 2 : S T R A T E G Y

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

12:10 **Digital Skills Report 2025: Results Preview** – Zoe Amar

12:45 **Scaling Your Digital Fundraising**
– Dean Gillespie International Justice Mission

13:15 B R E A K

13:30 **Closing The Digital Fundraising And Storytelling Skills Gap**
– Jonathan Waddingham, 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 **Digital Learning Grant Q&A**
– Neville Pope, Digital Learning Grant participant

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 3 : T O O L S

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12:10

Tackling Hate And Misinformation Online
– Helen Alderson, SocialAF

12:45

Using AI And Segmentation To Boost Email Donations By 300%+:
A Case Study – Mohammed Khalil, Giving Analytics and Muslim Charity

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, COO – SocialSync

14:35

B R E A K

14:50

The Organic Social Media Landscape
– Nana Crawford, Tereza Litsa, Olga Chevganiuk

15:25

Optimising Your Online Donation Journey – Vicky Reeves, GoDonate

15:55

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ROOM 4: INNOVATION

WELCOME 12:00

12:45

Beyond Hand-Raisers: Quizzes, Digital Value Exchange Guides And More – Sarah Crowhurst, hynt

13:15

B R E A K

13:30

How Commercial Brands Use Email For Customer Experience – Tom Carter, PensionBee

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: Behind the Everyone Hates Elon 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