

# 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      Digital Fundraising: The State Of Affairs

12:45      Email Marketing 101 – JustGiving

13:15      B R E A K

13:30      To Be Announced

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

14:05      Ways Of Working: The Skill Of Learning Skills

14:35      B R E A K

14:50      Resourcing A Team In The New Digital Landscape

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      To Be Announced

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**  
– Jacob Collins–Brown, Paya

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**

14:35

B R E A K

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

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