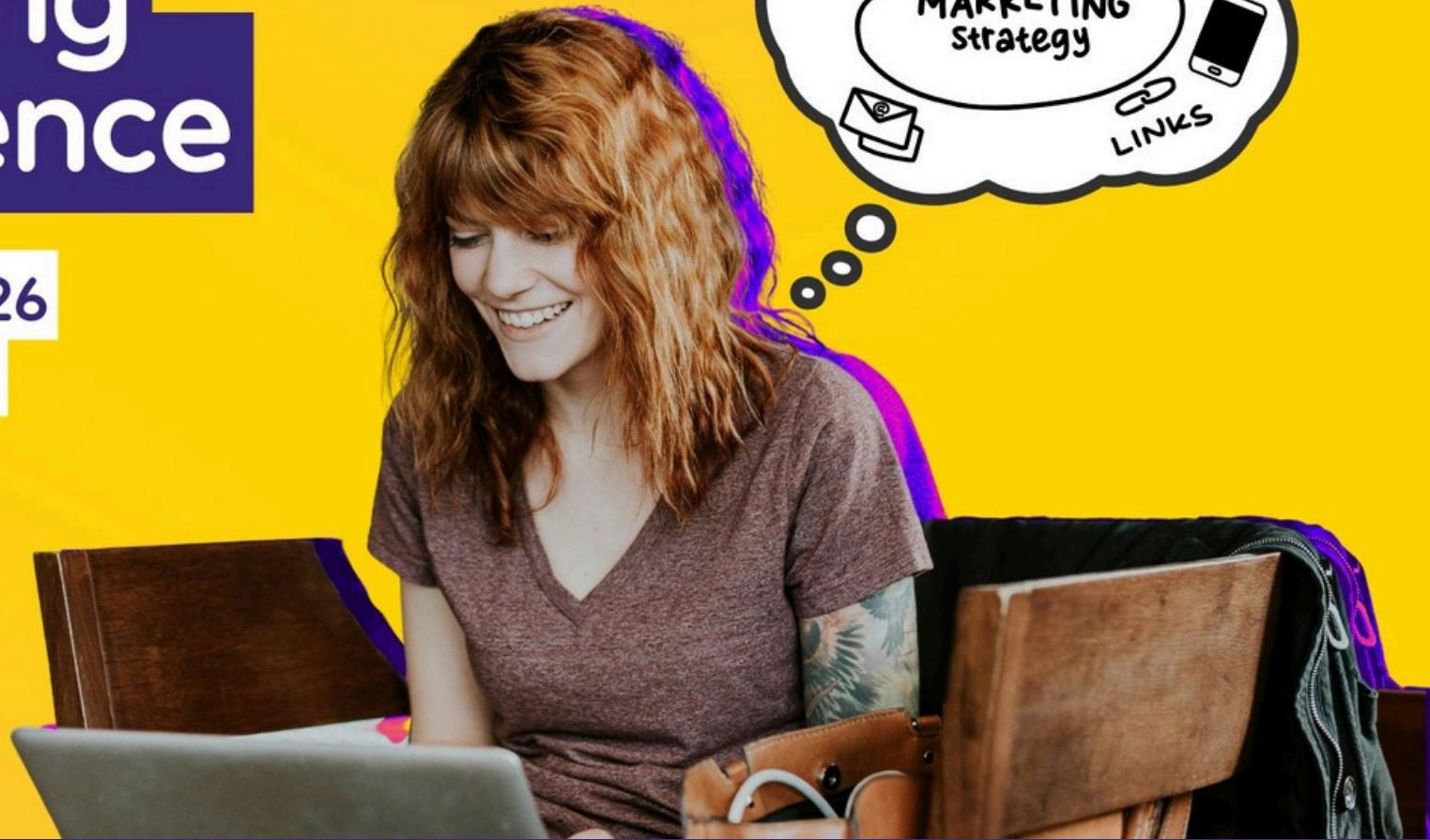


Fundraising Marketing Conference

February 26th 2026
12pm – 4pm GMT

Online 



ROOM 1

WELCOME 12:00

12:10 Panel: Breaking Down Silos – What Integration Looks Like In 2026

12:45 Getting Your Digital Engine Room In Order: Meta, Google And Email
– Hynt

13:15

BREAK

13:30 How To Grow A Faceless Instagram
– Nikki Bell, Fundraising Everywhere

14:05 Thumb-Stopping Content: How To Hack The algorithm, Not Flop on
TikTok And Win At Social – Sophie Greig and Sarah Farago

14:40

BREAK

14:50 Driving Engagement Through The Funnel On A Small Budget
– Dani Hughes

15:25 Case Study: An Ambitious, Integrated Messaging And Communications
Strategy – Thirzah McSherry, Director of Communications at Wildlife
Trusts and Amy Hutchings, co-founder at StoryKind

15:55

CLOSING THOUGHTS

LIVE & ON DEMAND

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ROOM 2

WELCOME 12:00

12:10 **Audience Insight: What Do People Actually Care About?**
– Kit Lewis, Partner and Innovation Lead at Aha

12:45 **Employee Generated Content: The Future of Charity Comms**
– Eleshea Williams, Amnesty International

13:15 B R E A K

13:30 **One Experience Across Large Teams**
– Emma Frost, Head of Supporter Recruitment at Oxfam and Forward Action

14:05 **Turning Rage Into Giving: Managing Hate Speech**
– Dale Nirvani Pfeifer, CEO at Giving Compass

14:40 B R E A K

14:50 **Cutting Through The Noise: AI Vs Authenticity**

15:25 **The Humans Behind The Hashtags: Wellbeing During A Crisis**

15:55 CLOSING THOUGHTS

LIVE & ON DEMAND