

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

Fundraising Marketing Conference

February 26th 2026
12pm – 4pm GMT

Online 



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

BREAK

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

BREAK

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