

Individual Giving Conference



● LIVE

October 16th 2025
12pm – 4pm

Online 

ROOM 1: DISCUSS



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

12:10 Recruitment In A Crisis – Shabby Amini, MAP

12:45 The IG Evolution: in-Channel Diversification

13:15 B R E A K

13:30 Acquisition At Scale – What's Next?

14:05 How To Appeal To Younger Donors: Q&A With Younger Donors
– Kat Hamilton, Laura English

14:35 B R E A K

14:50 Acquisition Within Your Database: Reengaging Your Donors

15:25 Donors Of Tomorrow: Main Findings From Blue State's Giving
Behaviours Tracker 2025 – Anjali Bewtra, BlueState

16:00 C L O S I N G T H O U G H T S

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ROOM 2: INSPIRE



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

12:10

The Popcorn Principle: A Tasty Approach to Digital Fundraising
– Craig Linton, Thread Fundraising

12:45

Double Your Return On Ad Spend
– SocialSync and charity partner

13:15

B R E A K

13:30

Are You Giving Enough Attention To Retention?
– Andrew Taylor-Dawson

14:05

Why Won't You Let Me Donate? – Eoghan Beecher, iRaiser

14:35

B R E A K

14:50

How Postal Updates Inspire and Engage Supporters
– Rhia Docherty, Sumatran Orangutan Society

15:25

RG vs Membership: A Case Study

16:00

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ROOM 3: EXPLORE



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

12:10

Starting With Strength: The Power of Positive Storytelling in DRTV
– Ella Prior, Christian Aid

12:45

The Return Of PSMS: A Green Shoot For IG
– Tim Longfoot, Open

13:15

B R E A K

13:30

Conversations That Convert: Dialogue Fundraising
– Imi Launchbury, ActionAid

14:05

Reaching New Donors With Old Channels
– Jack Watts, Alzheimer's Society

14:35

B R E A K

14:50

Tap To Transform Cash Givers To Regular Donors
– Lisa Evans, Toucan

15:25

Get Back For Giving: Value Exchange In 2025
– Sarah Crowhurst, Hynt

16:00

C L O S I N G T H O U G H T S

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