Individual Giving Conference





October 16th 2025 12pm – 4pm

Online 3



ROOM 1: DISCUSS

W E L C O M E 12:00

	VV E E O O I I E I E O O
12:10	Navigating Rapid Change: How Medical Aid For Palestinians Transformed Its IG Programme – Josie Isherwood, MAP
12:45	Panel: The IG Evolution: In-Channel Diversification - Lizi Zipser, Bluestate, Claire Donner, More Onion, Rhiannan Sullivan, Care2
13:15	BREAK
13:30	New Code Of Practice: How British Red Cross Have Developed A Compliance Culture – Cam St–Omer Donaldson, Chandni Sahni, BRC
14:05	How To Appeal To Younger Donors: Q&A With Younger Donors – Kat Hamilton, Heather Etheridge, Kipp Foster & Laura English
14:35	BREAK
14:50	Supporters Who Feel Good Give More: Insights From The SAFE Index Supporter Experience Benchmark' – Paul Seabrook and Steven Dodds, Beautiful Insights
15:25	Donors Of Tomorrow: Main Findings From Blue State's Giving Behaviours Tracker 2025 – Anjali Bewtra, BlueState
16:00	CLOSING THOUGHTS

Individual Giving Conference





October 16th 2025 12pm – 4pm

Online 3



ROOM 2: INSPIRE

WELCOME 12:00

12:10	The Popcorn Principle: A Tasty Approach to Digital Fundraising – Craig Linton, Thread Fundraising
12:45	Demystifying The Data Doom: Understand And Motivate Your Supporters To Give More, For Longer – Muna Hussen
13:15	BREAK
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	BREAK
14:50	How Postal Updates Inspire and Engage Supporters – Rhia Docherty, Sumatran Orangutan Society

16:00 CLOSING THOUGHTS

Individual Giving Conference





October 16th 2025 12pm – 4pm

Online 3



ROOM 3: EXPLORE

W E L C O M E 12:00

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 – Henry Astley, Open
13:15	BREAK
13:30	Conversations that Convert: Innovating Dialogue Fundraising – Imi Launchbury, ActionAid
14:05	Reaching New Donors With Old Channels – Jack Watts, Alzheimer's Society
14:35	BREAK
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	CLOSING THOUGHTS

LIVE & ON DEMAND