

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

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

B R E A K

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

B R E A K

14:50

Direct Marketing Everything

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

LIVE & ON DEMAND

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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

Get More From Your CRM

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

Communicating With One Voice: Creating A Cohesive Brand Experience

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
– Henry Astley, Open

13:15

B R E A K

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

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

LIVE & ON DEMAND