

# 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  
– Josh Leigh, 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 How To Integrate 47 Charities At Once  
– 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 **BREAK**

13:30 **Beyond The Ask: Building Engagement-Led Journeys That Last At Oxfam**  
– Ali Walker Davies, Co-CEO, Forward Action & Emma Frost, Head of Supporter Recruitment at Oxfam

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**  
– Paul de Gregorio

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

15:55 **CLOSING THOUGHTS**

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