

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 and Sarah Crowhurst, Hynt

13:15 BREAK

13:30 From Ethics To Impact: Cutting Through The Noise

14:05 Trust, Transparency, And TikTok: Building Relevance On Your Own Terms

14:40 BREAK

14:50 Small Charity Fundraising Marketing On A Budget

15:25 Hector Pardoe's '3 Lakes Challenge': A Fundraising & Comms
Success Story – Sophie Brandon, Surfers Against Sewage

15:55 CLOSING THOUGHTS

LIVE & ON DEMAND

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ROOM 2

WELCOME 12:00

12:10 **Storytelling That Inspires Trust**

12:45 **Employee Generated Content**
– Eleshea Williams, Amnesty International

13:15 **B R E A K**

13:30 **Emergency Response: Act Fast, Move Forward**

14:05 **Turning Rage Into Giving / Managing Hate Speech**

14:40 **B R E A K**

14:50 **The Humans Behind The Hashtags: Wellbeing During A Crisis**

15:25 **Marketing For The Next Generation: What Gen Z Actually Cares About**

15:55 **C L O S I N G T H O U G H T S**

LIVE & ON DEMAND