

Digital Fundraising Conference



July 9th 2026
12 – 4pm BST

Online



ROOM 1

WELCOME 12:00

12:10 **Digital Benchmarking Report: What You Need To Know**
– Sarah Crowhurst, Hynt



12:45 **Stop Trying To Be Everywhere: Choosing the Right Social Channels For Fundraising**

13:15 **BREAK**

13:30 **What's Working In Digital Fundraising – 5 Things You Can Do Tomorrow** – Jeff Boachie, Head of Digital at Guy's and St Thomas'

14:05 **Using Digital Media & Paid Advertising to Power Smarter Fundraising**
– Morgan Hart, JustGiving & Kris Tan, Platypus



14:35 **BREAK**

14:50 **What A Good Digital Fundraising Strategy Actually Looks Like**

15:25 **How To Write A Digital Budget**
– Joshua Leigh, Hynt



15:55 **CLOSING THOUGHTS**

KEY:

L = LARGE CHARITY
S = SMALL CHARITY

A = ADVANCED
B = BEGINNER

E = EVERYONE

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ROOM 2

WELCOME 12:00

12:10 **Designing A Supporter Journey Across Channels**
– Ilyaz Hajat, St Mungo's

12:45 **How To Make A Supporter Fall In Love With You In 6 Emails**
– Anya Muir Wood, Forward Action

13:15 **BREAK**

13:30 **Why Digital Donors Don't Stay (And How To Fix It)**

14:05 **Pixels, Postbacks and Pizazz**
– Eoghan Beecher, iRaiser

E

14:35 **BREAK**

14:50 **Whatsapp vs SMS**

15:25 **Managing Social Comments – Digital Isn't Broadcast It's Dialogue**
– James Marcus, SocialAF

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ROOM 3

WELCOME 12:00

12:10 **The Digital Skills Fundraisers Actually Need In 2026**
– Quarina Sultana, Digital Strategist



12:45 **Rethinking Supporter Growth in a Changing Consent Landscape**
– Rhiannan Sullivan, Care2



13:15 **BREAK**

13:30 **Real World Journey Of Bringing AI Into Day To Day Fundraising Operations**

14:05 **The Digital Fundraiser s Toolkit: The Tools That Save You Hours**

14:35 **BREAK**

14:50 **Digital Accessibility**

15:25 **3 Steps To Creating Viral Videos/Building A Winning Strategy With Video.**

15:55 **CLOSING THOUGHTS**

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