



fundraising
everywhere

Online



Legacy & In-Memory Fundraising Conference

Sept 24th 2026
12 – 4pm BST



ROOM 1

WELCOME 12:00

12:10

Five Surprising Things We've Learned About Successful Legacy Propositions
– Steven Dodds, Beautiful Insights and Rowena Wyles, Catsnake

12:45

IHT & Pensions Deep-Dive: How To Prepare For 2027
– Alex McDowell

13:15

B R E A K

13:30

Understanding The Link Between Legacy And Brand
– Anna Turner Legacy Futures, Charley Day The Kite Factory,
Dominique Abranson WaterAid, Matt Smith Alzheimer's Research UK

14:05

Reaching New Legacy Audiences: Lessons From BBC Children In Need, Asda And Farewill – Cam Renney-Smith, Ciaran Mackle

14:35

B R E A K

14:50

Building a Legacy Supporter Journey: Overcoming the Challenges for Small to Medium Sized Charities – Jensen Calleemootoo, Barefoot Legacy

15:25

Intro To Legacy Fundraising
– Sam Devlin

15:55

C L O S I N G T H O U G H T S

LIVE & ON DEMAND



fundraising
everywhere

Online



Legacy & In-Memory Fundraising Conference

Sept 24th 2026
12 – 4pm BST



ROOM 2

WELCOME 12:00

12:10

Offline Channel Mix: In-Memory And Legacy Marketing
– Sarah Dodd (Dorothy House)

12:45

How To Connect With In-Memory Supporters
– Nikita Gandhi

13:15

B R E A K

13:30

Deciphering The Data: The Legacy Myths Costing You Your Best Prospects – John Roberts, Dataro

14:05

Future Focus: AI, Reimaging Family/Communities, Marketing (Panel)
– Steve Law – Macmillan

14:35

B R E A K

14:50

Working With Bereaved Supporters
– Rosalind Sherlock-Jones (WaterAid)

15:25

Creating Meaningful Moments: Using Events to Steward and Engage Legacy Supporters – Lizzy Stewart, Katherine Sayer & Sanpreet Janjua

15:55

C L O S I N G T H O U G H T S

LIVE & ON DEMAND