The Art of Fundraising

fundraising everywhere

November 19th 2026
12pm – 4pm GMT

Online



ROOM 1: ASK AND STORYTELLING

WELCOME 12:00

12:10	**Making the Ask: A Practical Masterclass** – Beth Upton, Money Tree fundraising
12:45	**Authenticity Beats Perfection: A Human Touch To Build Trust In An AI World** – Eden Brown and James Francis, Funraisin
13:15	BREAK
13:30	**Storytelling in Conversation: Not Just on the Page** – Ben Swart, Bright Spot Fundraising
14:05	**Supporting People To Tell Their Stories** – Emma Bracegirdle, The Saltways
14:35	BREAK
14:50	**Writing That Actually Works** – Jen Love, Agents of Good
15:25	**Navigating Difficult Conversations** – Genelle Aldred
16:00	CLOSING THOUGHTS

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ROOM 2: INFLUENCE

WELCOME 12:00

12:10	**Managing Up: Winning Internal Buy-In for Your Work** – Olivia Andrews
12:45	**Turning Stats Into Stories: Communicating Numbers** – Emma Pears CEO of SELFA Children's Charity
13:15	BREAK
13:30	**Behavioural Science: Why People Give, Say Yes, and Stay Loyal** – Andy King, Fireside Fundraising
14:05	**How To Get Comfortable With The Unknown: The Uncertainty Toolkit** – Yvette Gyles & Laura Slater, Management Centre (=mc)
14:35	BREAK
14:50	**The Confidence Session: What It Really Takes to Back Yourself** – Judith Sabah
15:25	**The Art of Staying In Touch (Without Being Weird About It)** – Mallory Erickson
16:00	CLOSING THOUGHTS

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MEMBERS ONLY: NETWORKING ROOM

11:30	**Pre-Conference Chat** – Simon Scriver, Fundraising Everywhere
13:15	**Networking Break** Speakers Attending: Beth Upton, Judith Sabah, Eden Brown, Olivia Andrews and James Francis
14:35	**Networking Break** Speakers Attending: Ben Swart, Jen Love and Yvette Gyles
16:00	**Membership Questions and Conference Debrief** – Meghan McConnell, Fundraising Everywhere