

The Art of Fundraising



November 19th 2026
12pm – 4pm GMT

Online 

ROOM 1: ASK AND STORYTELLING

W E L C O M E 1 2 : 0 0

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 B R E A K

13:30 **How To Tell A Story** – Ben Swart, Bright Spot Fundraising

14:05 **Supporting People To Tell Their Stories**
– Emma Bracegirdle, The Saltways

14:35 B R E A K

14:50 **Writing That Actually Works**
– Jen Love, Agents of Good

15:25 **Art of Communication: How To Just Talk To People 'Communicate' Internally/Externally** – Genelle Aldred

16:00 C L O S I N G T H O U G H T S

LIVE & ON DEMAND

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ROOM 2: INFLUENCE

W E L C O M E 1 2 : 0 0

12:10

Managing Up: Winning Internal Buy-In for Your Work
– Olivia Andrews, Henry Rowling

12:45

Turning Stats Into Stories: Communicating Numbers

13:15

B R E A K

13:30

Behavioural Science: Why People Give, Say Yes, and Stay Loyal
– Andy King, Fireside Fundraising

14:05

Negotiation Skills for Fundraisers

14:35

B R E A K

14:50

The Confidence Session: What It Really Takes to Back Yourself
– Judith Sabah

15:25

Asking Across Contexts: Major Gifts, Corporates, Trusts and Beyond

16:00

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

LIVE & ON DEMAND