

# The Art of Fundraising



November 19th 2026  
12pm – 4pm GMT

Online 

A background image showing a group of people in conversation. A man with a beard, wearing a yellow beanie and red glasses, is smiling and looking towards a woman with dark curly hair. Another person's back is visible on the left.

## ROOM 1: ASK AND STORYTELLING

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

11:10 Making the Ask: A Practical Masterclass

11:45 Cold Asks and Warm Conversations

12:15 B R E A K

12:30 Storytelling in Conversation: Not Just on the Page

13:05 Getting the Story in the First Place

13:35 B R E A K

13:50 Writing That Actually Works

14:25 Handling Rejection and Staying in the Game

15:00 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

11:10 Managing Up: Winning Internal Buy-In for Your Work

11:45 Boards, SMT, and the People Who Hold the Purse Strings

12:15 B R E A K

12:30 Behavioural Science: Why People Give, Say Yes, and Stay Loyal

13:05 Negotiation Skills for Fundraisers

13:35 B R E A K

13:50 The Confidence Session: What It Really Takes to Back Yourself

14:25 Asking Across Contexts: Major Gifts, Corporates, Trusts and Beyond

15:00 C L O S I N G T H O U G H T S

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