Fundraising Marketing Conference

February 25th 2027
11am – 3pm GMT

Online

fundraising everywhere



ROOM 1

WELCOME 11:00

11:10	**The RSPB s New Membership DRTV Ad** – Jill Pringle, Head of Membership at RSPB
11:45	**Brand In Motion: What We Learned From A Brand Refresh**
12:15	BREAK
12:30	**Beyond Vanity Metrics: Making Insight-Led Decisions on Any Budget**
13:05	**Building A Channel Mix Beyond Meta & Google** – Jess Hodge, Forward Action
13:40	BREAK
13:50	**Creating A Pipeline Of Future Supporters** – Lauren Huss, Keele University & Adam Blakeman
14:25	**How To Run A WhatsApp Community** – Nikki Bell
14:55	CLOSING THOUGHTS

LIVE & ON DEMAND

Fundraising Marketing Conference

February 25th 2027
11am – 3pm GMT

Online

fundraising everywhere



ROOM 2

WELCOME 11:00 IN ROOM 1

11:10	**High-Impact Marketing on a One-Person Budget** – Rebs Curtis-Moss
11:45	**The Psychology of Giving: Behavioural Science for Fundraising Marketers** – Professor Jen Shang
12:15	BREAK
12:30	**Is Email Enough? A Practical WhatsApp and SMS Plan for Fundraising Marketers** – Helen Alderson, SocialAF
13:05	**Beyond Automation: Practical, Responsible AI for Comms & Fundraising** – Meena Das Founder & CEO at Namaste Data
13:40	BREAK
13:50	**The Humans Behind the Work: Sustainable Pace for Comms & Marketing Teams**
14:25	**Crafting Your Storytelling Super Hack!** – John Lepp
14:55	CLOSING THOUGHTS

LIVE & ON DEMAND