

TRACK 1: Inspiration sessions

TRACK 2: Live workshops

12:00pm BST

Welcome

12:10pm BST

Filming on a budget - what can you do yourself?
Stephen Noble

Leading transformational change
Shivonne Graham

12:30pm BST

Effective Online Communication: how to create content that cuts through the noise
Alex Fearon

12:40pm BST

Break

12:45pm BST

How small charities can get more out of digital
Thereza Litsa

Launching your first fundraising product: limited resource, big impact!
Jess Miller

1:05pm BST

Top tips for sole fundraisers
Mandi Hine

1:15pm BST

How to elevate your fundraising event
Lauren Levy & Katherine Michaels

Using digital to further your charity's core purpose
Kiz Crosbie

1:30pm BST

Volunteer management in 2021
Laura Lowther

1:50 pm BST

Closing thoughts

JustGiving
from Blackbaud


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everywhere

Track 1: Inspiration Sessions



Filming on a budget – what can you do yourself?

This talk will run through what it's like from a professional filmmakers perspective to work with charities, so not only are you better prepared when you do work with a production company, but you'll also have more knowledge to film more content yourselves. We'll talk through the initial stages, what you should be asking and what ideas you can bring, to the production side of a filming day, and then talk about what you can do without a production company to keep content going for your supporters.

I work as a self shooting producer and director, working with a wide range of audiences and content. I'm fortunate that my main clients are charities, so I get to film and tell stories about how charities improve the world around us – so generally leave a day of work feeling better! I work from concept through to delivery and with a background in journalism I appreciate that understanding story and intent is key. My clients range from National Trust, Save the Children, Konica Minolta, Nissan, Waitrose, Guide Dogs and many more. you can see more at adifferentilk.com

<https://twitter.com/stephenforshort>

The graphic features a purple background with a red horizontal band. On the left, a circular portrait of Stephen Noble is shown. To the right of the portrait, the text 'Stephen Noble' is in white, and 'A Different Ilk' is in yellow. At the top left, a yellow plus sign and a white circle are above the word 'SPEAKER' in yellow. At the top right, the 'JustGiving from Blackbaud' logo and the 'fundraising everywhere' logo are displayed. In the bottom right corner, a teal speech bubble contains the text 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. Decorative elements include a yellow circle, a white plus sign, and a white wavy line in the bottom left, and a white 'x' in the bottom right.

SPEAKER

Stephen Noble
A Different Ilk

Small Charity Virtual Conference
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JustGiving from Blackbaud

fundraising everywhere

Effective online communication: how to create content that cuts through the noise

The internet is a busy place, so how do you make sure that every piece of comms you put out into the world works its hardest for your cause?

In this session, Alex shares her top tips to help you and your organisation effectively communicate online as well as which online marketing "should"s you can throw in the bin.

Alex helps purpose-driven organisations ditch digital overwhelm and build communities that matter. She specialises in brand & marketing strategy, email programmes and organic social media.

<https://twitter.com/AlexandraFearon>

SPEAKER

Alex Fearon
Brand & Content Strategist

Small Charity Virtual Conference
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JustGiving™ from Blackbaud × fundraising everywhere

How small charities can get more out of digital

Digital is no longer optional. You don't necessarily need a big team to make the most out of digital channels. This session will help you with practical tips to improve your small charity's digital presence.

- How to start from what you have
- How to test and learn with digital experiences
- Tools to be more efficient with your time
- How to cultivate a digital mindset
- The importance of measuring your success

Tereza Litsa is a Digital Engagement Manager at Lightful, helping charities improve their digital skills. She's been working in Comms and Marketing roles for the last 9 years and she is passionate about social media for good and how it can be used in a more impactful way. Her posts have been featured in Nptechforgood, NTEN, ClickZ, CharityComms, Social Media Week and she has delivered training and webinars for hundreds of organisations on all things digital. She is spearheading the #ReclaimSocial campaign of making social media more inspiring over the last 4 years. She has also won the awards of Digital Woman for Good, Inspiring Communicator, TechWomen100 and Campaign for Social Good for the #ReclaimSocial campaign at Social Media Marketing Awards

<https://twitter.com/terezalitsa>

The graphic features a circular portrait of Tereza Litsa, a woman with curly hair and glasses, smiling. To her right, the text 'Tereza Litsa' is displayed in large white font, with 'Lightful' below it in yellow. The background is a dark purple gradient with various geometric shapes and icons. In the top right corner, there are logos for 'JustGiving from Blackbaud' and 'fundraising everywhere'. A yellow speech bubble on the right contains the text 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. The word 'SPEAKER' is written in yellow at the top left of the graphic.

Top tips for sole fundraisers

Being a sole fundraiser can be a lonely gig at the best of times, add in a global pandemic and it's at times completely isolating! This session will look at some top tips to help you stay sane (hopefully) and navigate the world of the sole fundraiser.

- Getting organised
- Having a plan
- Finding your squad
- Looking after yourself
- Having fun!

Mandi is a sole fundraiser and the first-ever fundraiser for Adoption Focus, a friendly, dedicated and experienced adoption agency based in the West Midlands. She has been in this post for just under 2 years and prior to this, she was Head of Development for a Birmingham based chamber ensemble (and no she is not musical in the slightest!). With a background in Social Housing (mainly support work and bid/tender management), Mandi is used to no one knowing what her job title means and working as the sole person in an organisation doing a role. Mandi has built the fundraising function of her current charity from scratch, as when she joined there was – no policy, no procedure and most of all no strategy! She seems to have a knack for going into organisations that have little to no systems and processes in place. Setting it all up, getting them up and running then almost doing herself out of a job.... She's hoping this doesn't happen at her current job, as she's very passionate about raising funding and awareness of Adoption in the UK.

<https://twitter.com/MandiMooHine>



How to elevate your fundraising success

How do small charities make their virtual events stand out and raise more? Sharing a case study from their Santa Dash virtual event, CancerCare will talk about their virtual event journey and success. Join this session for top tips on:

- How to elevate your virtual events by using digital platforms such as strava
- Stewarding and encouraging your event participants
- Planning for 2021 end of year fundraising

Lauren Levy is a Customer Success Manager at JustGiving. She's passionate about helping charities make the most of their JustGiving account and working with them to raise more money.

SEE BELOW KATHERINE MICHAELS CO-PRESENTING WITH LAUREN...

The graphic features a purple background with a red horizontal band. On the left, a circular portrait of Lauren Levy is shown. To her right, the text 'Lauren Levy' is in white and 'JustGiving' is in yellow. At the top left, a yellow plus sign and circle are above the word 'SPEAKER' in yellow. At the top right, the 'JustGiving from Blackbaud' logo and the 'fundraising everywhere' logo are displayed. In the bottom right, a teal speech bubble contains the text 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. Decorative elements include a yellow circle, a white plus sign, and a white wavy line in the bottom left, and a white 'x' in the bottom right.

SPEAKER

Lauren Levy
JustGiving

Small Charity Virtual Conference
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JustGiving™ from Blackbaud

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How to elevate your fundraising success (co-presenting with Lauren Levy)

The graphic features a purple background with a red horizontal band. On the left, a circular portrait of Katherine Michaels, a woman with blonde hair wearing a blue shirt, is framed by a yellow border. Above the portrait, the word "SPEAKER" is written in yellow. To the right of the portrait, the name "Katherine Michaels" is in white and "CancerCare" is in yellow on the red band. In the top right corner, logos for "JustGiving from Blackbaud" and "fundraising everywhere" are displayed. In the bottom right corner, a teal speech bubble contains the text "Small Charity Virtual Conference" and "Giving #SmallYetMighty teams the support they need to change the world!". Decorative symbols like a plus sign, a circle, and a wavy line are also present.

SPEAKER

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Katherine Michaels
CancerCare

Small Charity Virtual Conference
Giving #SmallYetMighty teams the support they need to change the world!

Katherine worked for CancerCare for three years as a Community and Events Fundraiser. I love every minute and how every day is different.

CancerCare was founded in 1983 and is an independent charity which provides free professional therapy for people struggling to cope with a cancer diagnosis or bereavement for any reason, not just as a result of cancer.

The charity has centres in Lancaster, Kendal and Barrow and they have just opened a new centre in Morecambe this May. It offers a wide variety of services including face-to-face counselling and complementary therapies including aromatherapy, reflexology, hypnotherapy and more.

Volunteer Management in 2021

Investment in volunteering can be a squeezed resource in charities of all sizes – whether you have 5 volunteers, 50 or 500, these tips will help move your organisation forward.

- Maximise your time and resources around volunteering
- Embrace innovation and possibilities
- Focus on your unique offer as a volunteering organisation

I've worked in the charity sector for over a decade and there's nowhere I'd rather be. Lover of all things volunteering, I'm convinced it can change the world (and already does...)

https://twitter.com/_LauraLowther

The banner features a purple background with a red horizontal band. On the left, a circular portrait of Laura Lowther, a woman with glasses and a patterned shirt, is shown. To her right, the text 'Laura Lowther' and 'St Oswald's Hospice' is displayed in white and yellow. In the top right corner, logos for 'JustGiving from Blackbaud' and 'fundraising everywhere' are visible. A teal speech bubble on the right contains the text 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. Decorative elements include a yellow plus sign and circle in the top left, and a yellow circle, plus sign, and wavy line in the bottom left.

SPEAKER

JustGiving
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Laura Lowther
St Oswald's Hospice

Small Charity Virtual Conference
Giving #SmallYetMighty teams the support they need to change the world!

Track 2: Live Workshops



Leading transformational success

With over a decade's experience of leading small charities, including through a global pandemic, there isn't much that Shivonne hasn't seen, done, failed at, learned from and then succeeded in ways that were better than she ever imagined!

Shivonne will share her experience and lessons learnt for transformational change and long-term success in your organisation. And why she firmly believes that small and mighty organisations hold the keys to the greatest impact and change.

Shivonne's career in the charity sector spans 25 years, working at some of the biggest names in the sector including Shelter, ActionAid and Comic Relief. But by far the most impact, the biggest difference and the greatest joy has been over a decade leading teams to transformational success at what people like to call small charities. Shivonne challenges the concept that these organisations are in any way small with a rallying cry to see these unique places as the hub of huge potential that they are!

<https://twitter.com/ShivonneGraham>

A promotional graphic for a virtual conference. It features a circular portrait of Shivonne Graham, a woman with blonde hair in a bun, wearing glasses and a colorful patterned shirt. The background is dark purple with a red horizontal band. At the top left, it says 'SPEAKER' in yellow. At the top right, there are logos for 'JustGiving from Blackbaud' and 'fundraising everywhere'. On the right, the text 'Shivonne Graham' is in white and 'Small Charity Super Fan!' is in yellow. A teal speech bubble on the right says 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. There are also decorative icons like a plus sign, a circle, and a wavy line.

Launching your first fundraising product: limited resource, big impact!

Since the pandemic charities have changed the way we fundraise and connect with supporters. At The Bike Project, agile planning allowed them not only to survive but thrive. With digital at the heart of their organisation, Jess will talk about how they brought to life a bespoke digital fundraising challenge, Refugee Routes to continue bringing in revenue, cement deeper engagement of the cause with supporters and set the future for how fundraising may look for the charity.

Jess will share her experience of launching Refugee Routes showing how integral being agile, storytelling through stewardship and utilising tech was to the success of the campaign. There will be opportunities to brainstorm your own ideas, ask questions, and have an open discussion.

Jess has been at The Bike Project for over 3 years, and has lead on developmental projects such product launches, COTY partnerships and CRM development. Although The Bike Project is still a small charity, she has worked on projects and contributed to significant growth during these 3 years, despite challenges around resources and capacity. She understands what its like to be in a small team, that has big ideas, and how small changes to the way you work can make a big difference to impact.

The graphic is a promotional banner for a virtual conference. It features a dark purple background with a red horizontal band. On the left, a circular inset shows a smiling woman, Jess Miller, with blonde hair, wearing a grey top and a necklace. Above her, the word 'SPEAKER' is written in yellow. To the right of the red band, her name 'Jess Miller' is written in white, and 'The Bike Project' is written in yellow. In the top right corner, the 'JustGiving from Blackbaud' logo is next to the 'fundraising everywhere' logo. In the bottom right corner, a teal speech bubble contains the text 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. Decorative elements include a yellow circle, a plus sign, and a wavy line in the bottom left, and a yellow circle, a plus sign, and a wavy line in the bottom right.

SPEAKER

JustGiving
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Jess Miller
The Bike Project

Small Charity Virtual Conference
Giving #SmallYetMighty teams the support they need to change the world!

Using digital to further your charity's core purpose

Hear how Mortal Fools revisited their charitable purpose at the start of the pandemic and used it to successfully pivot their operations into fully digital operations and then into a hybrid model. They will share:

- what they've learned
- what digital arts and events have enabled
- work with new audiences, partners and networks
- how they've talked about this to funders
- how all of this has supported the charity to double in size in the last 16 months.

Kiz founded Mortal Fools – a theatre, drama and creative learning charity – in 2012. Based in NE England, it specialises in using drama and theatre to support children and young people to have better quality interpersonal relationships – a foundation for wellbeing and for cultivating a more positive and fulfilling future for themselves. Mortal Fools has four core values: Contributing, Growing, With Others, As Ourselves

They have developed a unique delivery practice which combines approaches from performing arts with research, theory and practice from the social sciences. It uses participation in co-created arts (like plays, spoken word, audio theatre) as the mechanism to build personal skills like managing fear, public speaking, creativity and innovation and relational skills like empathy, collaboration and kindness. They won Small Charity of the Year in the 2018 NE Charity Awards, have won awards for their youth leadership and cultural programmes with children and young people. Kiz is a bold, brave, generous and compassionate leader whose personal passion is creating and holding space for others to develop.

<https://twitter.com/KizCrosbie>

The graphic features a purple background with a red horizontal band. On the left, a circular portrait of Kiz Crosbie, a woman with curly brown hair wearing a pink scarf and a black jacket, is set against a green field. To the right of the portrait, the text 'Kiz Crosbie' is in white and 'Mortal Fools' is in yellow. In the top right corner, logos for 'JustGiving from Blackbaud' and 'fundraising everywhere' are visible. A yellow speech bubble on the right contains the text 'Small Charity Virtual Conference' and 'Giving #SmallYetMighty teams the support they need to change the world!'. Decorative elements include a yellow circle, a plus sign, and a wavy line on the left, and a yellow circle and a plus sign on the right.

SPEAKER

JustGiving
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Kiz Crosbie
Mortal Fools

Small Charity Virtual Conference
Giving #SmallYetMighty teams the support they need to change the world!