



**Thursday 17th November 2022
1300-1700**

Programme

1300 – 1400 - Welcome and opening Plenary

Lucy Gower, Founder of Lucidity Network – The Power of Storytelling

Whatever your fundraising role or level, your ability to tell powerful stories with passion and conviction is the secret to engaging and inspiring your supporters, volunteers and colleagues and delivering the most impact for the cause you fundraise for. In this practical session we'll explore why storytelling is an especially powerful tool for fundraisers from regional and small charities. You will leave with a greater confidence in your storytelling abilities and practical techniques that you can apply straight away.

14000 – 1410 – BREAK

1410 – 1455 – CHOOSE YOUR SESSION

ROOM ONE – Recruitment – let's get this sorted for everyone!

Polly Symondson is mega passionate about doing so much better with recruitment in the charity sector. Come and join the discussion, find out how to reach more candidates, champion inclusivity, value every applicant and design an entire hiring process that has strong stewardship at its heart. You'll hear about organisations getting it right and leave armed with the tools to ensure everyone can do so much better.

OR

ROOM TWO – Jen Shang – Showing your donors you love them through your copywriting

description to follow

OR

ROOM THREE – Trusts – what do they really want?

****description to follow****

1455 – 1505 – BREAK

1505 – 1550 – CHOOSE YOUR SESSION

ROOM ONE – Don't let the big charities dominate with digital – a panel discussion hosted by Give Panel

*****information to follow*****

ROOM TWO - Working through the menopause – why did nobody tell me how shit this can be! Emma Malcolm, Director of Fundraising & Marketing, Macular Society.

Women make up almost 51% of the population and all will go through the menopause at some point. Whilst every single one of them will experience the loss of hormones, some women will find it easier to get through than others. With a predominantly female workforce, how can we ensure that we support all these women so we don't lose this wealth of knowledge and expertise? Emma will share her journey through the menopause fog, what she wishes she had known before it started, and how she is helping her organisation to support everyone through their own menopause journey.

ROOM THREE – Session info coming soon

1550 – 1600 – BREAK

1600 – 1700 – Final Plenary

Harnessing the power of authentic community engagement to deliver change

Bushra Ahmed will close our conference exploring how we can utilise the powerful tools available to us at grass-roots community levels to mobilise and sustain the positive change we want to see for our beneficiaries. This is not about self-preservation but empowering the communities around us.

Bushra is an experienced charity sector leader and campaigner and a trustee for Lloyds Bank Foundation, HomeStartUK and various other charities.

In conversation with Paul Courtney, Bushra will share powerful stories, challenge us to look at our structures and cultures and end our conference focused on what's really important.