

Individual Giving Conference

October 27th 2022
12pm – 3pm BST



ACQUISITION

● LIVE

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

12:10 The Rise Of The Middle – Why We Need To Look Again At Mid-Level Donors, Blue State & Saige Jennings, UNICEF

12:30 INTEGRATED PRODUCTS: The Future Of Charity Giving – Amy Hutchings – Open & Breast Cancer Now

13:00 Value Exchange: Learn How To Recruit Loyal Donors, Jade Deeley – Dementia UK with Karen Gay – Stratcom & Ruman Hasan – Platypus

13:20 B R E A K

13:30 The Cost of Living Crisis: A Behavioural Science Approach, Cherian Koshy – Endowment Partners

13:50 TikTok: It's Time To Get Your Gen Z On, Rebs Curtis-Moss – Shelter

14:15 B R E A K

14:20 Individual Giving For Faith-Based Charities, Mahboob Hussain – National Zakat Foundation

14:45 Grow Your Email List Like A Pro, Jeff Boachie – Shelter

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

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RETENTION

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

12:10 Emergency Fundraising: How To Build An Audience-Led Testing Plan From The Unexpected, Tasmia Baig & Ami O'Neill – British Red Cross

12:30 Reaching Donors In Meaningful Ways,
Brian Taylor, Guy's Gift & Jordyn Baillie from JustGiving

13:00 Keeping The Supporter At The Centre,
Annie Perez – Action Aid

13:20 B R E A K

13:30 Working Quick. Working Slick: Online Donor Giving Insights,
Paul Hayward – Engaging Networks

13:50 Face To Face Fundraising: Lessons From Our First Year,
Craig Linton & Tara Bean – BINGO

14:15 B R E A K

14:20 Legacy Storytelling In 3 Acts,
Jen Love – Agents of Good

14:45 Value Over Volume: A Top Down Approach To Driving Huge Appeal Growth,
Jonathon Grapsas – Flat Earth Direct

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

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STRATEGY

● LIVE

○ WELCOME 12:00
– Live Roundtable Discussions –

12:10 I Read 80 Charity Trend Reports So You Don't Have To,
Leesa Harwood – By The Waves Charity Consulting

12:45 The Cost Of Not Listening and Acting,
Janine Chandler – Jump in Puddles Consultancy & Tim Bidey – Traverse Ltd

13:20 BREAK

13:30 How The Cost Of Living Crisis Is Influencing Regular Giving,
Phil Aiston – TPXImpact

14:10 BREAK

14:20 Predict The Future & Build Resilience Into Your Programme,
Alex Aggidis – Fundraising Everywhere & Everywhere+

15:00 CLOSING THOUGHTS

LIVE & ON DEMAND