

Fundraising Marketing Conference

February 26th 2026
12pm – 4pm GMT

Online 



ROOM 1

WELCOME 12:00

12:10 **Panel: Breaking Down Silos – What Integration Looks Like In 2026**
– Lesley Pinder, Compass and Anya Jhoti, Praxis and Josh Leigh Hynt (host)

12:45 **Getting Your Digital Engine Room In Order: Meta, Google And Email**
– Josh Leigh, Hynt

13:15 **BREAK**

13:30 **How To Grow A Faceless Instagram**
– Nikki Bell, Fundraising Everywhere

14:05 **Thumb-Stopping Content: How To Hack The algorithm, Not Flop on TikTok And Win At Social** – Becky Firth and Sarah Farago

14:40 **BREAK**

14:50 **Driving Engagement Through The Funnel On A Small Budget**
– Dani Hughes

15:25 **How To Integrate 47 Charities At Once**
– Thirzah McSherry, Director of Communications at Wildlife Trusts and Amy Hutchings, co-founder at StoryKind

15:55 **CLOSING THOUGHTS**

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ROOM 2

WELCOME 12:00

12:10 **Nobody Cares About You: How To Make Insight-led Fundraising Decisions**
– Kit Lewis, Partner and Innovation Lead at Aha

12:45 **Employee Generated Content: The Future of Charity Comms**
– Eleshea Williams, Amnesty International

13:15 **BREAK**

13:30 **Beyond The Ask: Building Engagement-Led Journeys That Last At Oxfam**
– Ali Walker Davies, Co-CEO, Forward Action & Emma Frost, Head of Supporter Recruitment at Oxfam

14:05 **Turning Rage Into Giving: Managing Hate Speech**
– Dale Nirvani Pfeifer, CEO at Giving Compass

14:40 **BREAK**

14:50 **Cutting Through The Noise: AI Vs Authenticity**
– Paul de Gregorio

15:25 **The Humans Behind The Hashtags: Wellbeing During A Crisis**
– Judith Sabah

15:55 **CLOSING THOUGHTS**

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