

18 November 2010

QEI Conference Centre, Westminster

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# DIGITAL FUNDRAISING CONFERENCE 2010

Optimising online fundraising and marketing to  
ensure supporter engagement and increased funds

Shift

“A very informative,  
motivational and creative  
conference. I will  
definitely come again.”

Kharma Sel Wheal  
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There isn't a shadow of a doubt that digital fundraising has become part of the communication landscape over the last few years. But too often, attempts to capitalise on digital opportunities fail because initiatives are haphazard, under-resourced or poorly-planned.

As with most endeavours, success in online fundraising and marketing depends on having a solid long-term digital strategy that enables you to identify the right tactics and channels and to measure the effectiveness of your initiatives.

**Digital Fundraising Conference 2010** will provide you with detailed insights from a whole host of charity case studies including:

- Creating a long term digital strategy – this session will dissect the tactics of winning over internal stakeholders and integrating online channels into the more traditional communication strategy
- Prioritising investment in the channels that are most cost-effective – this panel session will discuss which digital communication initiatives have the best returns in terms of donations and increasing your charity's reach
- Alzheimer's Society will talk about engaging more effectively with its supporters through email and marketing analytics

The Digital Fundraising Conference is an excellent opportunity to get to grips with where you are in your digital journey and what your charity needs to be doing in order to achieve digital fundraising and marketing glory! You know about the technology but does your charity have the necessary requirements of an online presence covered?

0915	Registration & coffee
<b>Welcome to Digital Fundraising Conference 2010</b>	
0945	Chair's welcome and opening comments
<b>Opening plenaries</b>	
0950	<p><b>Creating a long term digital strategy for online communications</b></p> <ul style="list-style-type: none"> <li>• Winning over internal stakeholders</li> <li>• How to integrate online channels into the more traditional communication strategy from the start</li> <li>• Where should the responsibility lie – marketing, communications, new media?</li> <li>• Being clear on your charity's objectives</li> </ul> <p><b>Emma Healey</b> director of operations BEAT</p>
1030	<p><b>A success story of integrating an offline and online marketing campaign</b></p> <ul style="list-style-type: none"> <li>• Integrating digital communications into your existing campaigns</li> <li>• Ensuring that digital initiatives are incorporated right from the outset, instead of being a tag-on at the end</li> <li>• What are the opportunities that you can reap from digital and from having an integrated approach</li> <li>• Building an integrated user journey to create the best user experience</li> </ul> <p> <b>Eva Lake</b> digital marketing manager MacMillan Cancer Support</p>
1110	Morning coffee
<b>Return on investment in today's climate</b>	
1130	<p><b>Is the investment in digital communication worth the financial return in terms of donations and increasing your organisation's reach</b> <i>PANEL DISCUSSION</i></p> <ul style="list-style-type: none"> <li>• Which channels are the most financially draining and which are the most cost-effective?</li> <li>• Prioritising investment, depending on your objectives</li> <li>• Optimising your current digital campaigns in today's budget restricted environment</li> <li>• Reducing costs but still retaining the same impact</li> <li>• Measuring the results</li> </ul> <p> <b>Jillian Miller</b> executive director The Gorilla Organization</p> <p> <b>Clare Horwood</b> head of individual giving I CAN</p>

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1210 **Engaging more effectively with your supporters through email marketing and analytics**

- Choosing an email marketing system
- Knowing your audience
- Analysing your success
- Building an email marketing solution for your organisation

**Natalie Sanchez**  
website manager  
Alzheimer's Society



**Tom Hubbard-Green**  
e-marketing executive  
Alzheimer's Society

1250 Lunch

**Targeting and engaging on-line communities through social networking**

1350 **Developing innovative online fundraising initiatives and linking into social networks**

- Making a case for digital fundraising
- Having more than just a social presence – engagement is the focus
- The Diabetes UK Challenge site – why it was important and the results
- Developing successful campaigns through Facebook and Twitter
- The power of viral to a successful initiative



**Amanda Neylon**  
digital media manager  
Diabetes UK

1430 **Launching a digital marketing and PR campaign and getting to grips with how it all comes together**

- How to create maximum impact by mixing traditional and new media
- Reaching out to key online influencers and creating digital partnerships
- Generating, monitoring and responding to online conversations



**Natasha Judd**  
marketing manager  
YouthNet

**Sarah Wilson**  
media & PR manager  
YouthNet

1510 Afternoon coffee break

1530 **Unlocking the cash value of tweeting: how to get your brand's marketing message out to thousands of users**

- Tapping into this social media phenomenon – how did Dogs Trust decide to embark on its Twitter strategy?
- Understanding your target audience – insights into the demographics of this social network
- Supporting community fundraising
- Ensuring you are relevant and engaging within the 140 character limit
- How much time and resources should you be devoting to Twitter
- Can you measure the tangible results of this social network or are you just building a loyal supporter base?
- Other digital in-roads and initiatives Dogs Trust is pursuing



**Laurier Nicas**  
digital marketing officer  
Dogs Trust

1610 Transit time

**Final plenary**

1615 **Creating an innovation infrastructure and embracing the web to ensure the success of your charity**

You will learn the very latest, proven world-class ways to embed innovation into all that you do – off and online. These practical and powerful “how-to’s” can be applied very quickly, at minimal cost, and will take you and your team to new levels of success. Having quickly built a company using innovation, social networks and information marketing, David now advises organisations around the world on exactly how to do the same. This session will be interactive, relevant to the opportunities and challenges of the charity world and action-provoking, not just thought-provoking.

David will share with you exactly how to

- Unlock new ideas in your team – the seven best, exact ways to do this
- Ensure that innovative ideas actually happen (and are not just talked about)
- Prove the financial benefit of new ideas
- Use social networks to the right level, in the most effective ways – by everyone in your organisation
- Be at the heart of your organisation by taking the automatic lead in these areas (no matter how many other self-proclaimed ‘experts’ there are)
- Remove the jargon, mystery and hype – making the complex so very simple
- Know where to begin, from wherever you are right now, to achieve very fast results



**David Taylor**  
The Naked Leader

**Closing remarks**

1655 **Chair's closing remarks and champagne draw**

