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Fundraising LIVE

in association with *Fundraising Magazine*

08.02.2018

ILEC Conference Centre, London

- 🗨 Fundraising for a new era – what lies ahead?
- 🗨 What are the key drivers for sustainable fundraising growth?
- 🗨 What do online fundraising platforms mean for the future of UK charity?
- 🗨 Could we apply principles of behavioural science to improve donor acquisition?

Headline

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I am delighted to announce the return of Fundraising Live – the event specifically designed to give fundraisers a voice on the things that really matter. As we embark upon a new era in fundraising, innovation, collaboration and digital engagement are more relevant than ever. Such a shift creates opportunities, but also challenges. From navigating incoming data regulation right through to operating in an unstable economic and political climate, charities are under pressure to retain the human touch while also effectively embracing the pace of change.

This year's programme showcases some of the exciting developments and new trends emerging across the sector in response to such challenges. It features some of the most disruptive strategies from organisations of varying shapes and sizes, including examples of small organisations forging beneficial partnerships and new engagement methods such as the rise of virtual reality.

Join us to hear how Alzheimer's UK has seen a 24 per cent increase in voluntary donations over the past two years, why Sightsavers is setting its vision internationally and how Plan UK is using the principles of behavioural science to widen its support network. As always, we have incorporated plenty of opportunities to connect with your peers and sector experts, including our unique speed networking session and a complimentary drinks reception at the end of the day. We hope the agenda will provide you with plenty of insight and ideas to help you effectively prepare for whatever the future might have in store.

We look forward to welcoming you and your team on February 8th for what we hope will be another vibrant and inspirational conference.

Stephen Cotterill, editor, *Fundraising Magazine*

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PAST ATTENDEES INCLUDE:

- Action for Children
- Blind Veterans
- Brain Tumour Charity
- British Red Cross
- Cats Protection
- Christian Aid
- City, University of London
- Coppafeel
- Diabetes UK
- Human Appeal
- Macmillan Cancer Support
- Marie Curie
- Marine Society & Sea Cadets
- National Deaf Children's Society
- National Trust
- Penny Appeal
- Plan International
- Prospect Hospice
- RNLI
- RSPB
- Shelter
- Toybox
- Woodland Trust
- And many more...

PROGRAMME

09:00	Registration, refreshments and networking		
09:30	Chair's welcome: Stephen Cotterill , editor, <i>Fundraising Magazine</i>		
09:35	Opening panel discussion: Fundraising for a new era - what lies ahead? We invite our panellists to reflect on the past year and how its events have impacted charities and influenced public opinion and attitudes to giving. Amanda Bringans , director of fundraising, British Heart Foundation, Margaret Casely-Hayford , chair, ActionAid UK, Nina Saffuri , director of fundraising, War Child, Peter Wanless , chief executive, NSPCC		
10:20	Speed networking: a unique opportunity to break the ice, meet new people and make more of those valuable connections early in the day!		
11:00	Networking and refreshment break		
	Stream A - Fundraising fundamentals Chair: Mandy Johnson , chief executive, Small Charities Coalition	Stream B - Strategy Chair: Stephen Cotterill , editor, <i>Fundraising Magazine</i>	Stream C - Disruption & innovation Chair: Hugh Radojev , senior reporter, <i>Fundraising Magazine</i>
11:30	1A. Exploring the power of charity partnerships Working collaboratively can be a vital strategy for small organisations hoping to secure long-term sustainable growth and increase their impact, but it's no fast-track to success. In this session, Emma Wrafter and Lynn Ladbroke will explain the motivation behind their partnership and some of the challenges they have faced as well as the benefits for both organisations. They will outline the crucial factors to consider ahead of forging any partnership, including: how to understand and create mutual, tangible goals; how to best align your brands; and how to keep both sides enthusiastic, committed and engaged. Lynn Ladbroke , chief executive, Breast Cancer UK and Emma Wrafter , co-chief executive, Animal Free Research UK	1B. Alzheimer's Research UK case study: Key principles for achieving transformational growth This session will explore the fundraising growth achieved over the last two years at Alzheimer's Research UK. Hilary Evans and Ian Wilson will outline the initiatives underpinning a 24 per cent increase in voluntary donations that has enabled the charity to invest a record amount in charitable activities. From launching the Defeat Dementia campaign and establishing real growth in legacy income through their inspirational partnership with parkrun, they will share their ambitious journey and provide tips on how to create a path to sustainable growth. Hilary Evans , chief executive, and Ian Wilson , executive director of fundraising and communications, Alzheimer's Research UK	1C. Future-proofing your fundraising Organisations of all types are having to become more agile in order to ensure ongoing success in a rapidly changing world. As a sector, charities are under pressure to focus on immediate targets and goals, which, when combined with a lack of resources, can often prevent them from taking a truly long-term view. Through examining some of the major technological, societal and sector trends, James Moon will explore how these could affect the future of fundraising and crucially, how organisations can prepare for and harness these opportunities. James Moon , advisory manager, Charities Aid Foundation
12:10	Transit time		
12:15	2A. Social made simple: Strategies for raising awareness, support and funds This session will explore the power of technology and social media to help charities build and strengthen relationships. Vinay Nair will assess the current social and digital landscape in the voluntary sector, and will discuss the untapped potential charities have in this space. Referring to real life examples, this session will explore how two different organisations are using social media and the latest technology to raise awareness, support and funds in order to achieve even more impact. Vinay Nair , chief executive & co-founder, Lightful	2B. Going global: Sightsavers' international fundraising strategy Since first moving into Direct TV advertising in Ireland 12 years ago, Sightsavers has become a truly global organisation with fundraising teams across Scandinavia, Italy, the United States and India, as well as in the UK. This session will explore the flexibility offered by having diverse individual giving income streams across multiple countries when faced with tightening regulation and static individual giving markets at home. It will also highlight some of the unique and inherent difficulties that come with managing multiple international fundraising teams from a central UK office. Becki Jupp , director, global individual giving and marketing, Sightsavers	2C. Using behavioural science to improve donor acquisition Acquiring quality regular givers is becoming ever harder and more expensive, making it critical to understand the key influences for potential donors when making a commitment. Joe Morrison and Dr Benny Cheung will demonstrate how Plan International UK is using behavioural economics to find the most impactful combination of price, people and positioning. They will share how the charity overcame conflicting sources of insight, and how it blended innovation with statistics to create a powerful new digital offer. Join this session to hear some promising results for both fundraising performance and user experience. Joe Morrison , head of business improvement and innovation, Plan International UK and Dr Benny Cheung , director, Dectech
12:55	Lunch		

14:00	The evolution of giving		
	<p>Does online crowdfunding represent a seismic shift in the way that people relate to and support the causes they care about? This session will consider the expectations of a new generation of givers, the future role of charity fundraising in a digital world and how organisations can actively influence the collective power to enable change. Drawing on extensive market insight, Charles Wells will explore the trends seen at JustGiving, highlighting who is giving online, why, and to what, and will discuss the wider opportunities and challenges posed by the increasing uptake of online crowdfunding.</p>		
	Charles Wells, chief marketing officer, JustGiving		
14:30	Transit time		
14:35	<p>3A. Mass participation: Looking for a new challenge?</p> <p>Recent research shows the majority of charities have seen income rise from event fundraising, but in a crowded market dominated by larger organisations, how can smaller charities utilise this revenue stream more effectively? Our panel reflect on some of the innovative campaigns employed by organisations operating on a tight budget looking to mobilise new supporters, enhance the reach and impact of their work and stand out from the crowd.</p> <p>Panellists: Sam Afhim, director of income generation, Crohn's and Colitis UK, Cader MacPhail, community fundraising manager, Challengers, and Emily Roff, sports events and community fundraising manager, Children with Cancer UK</p>	<p>3B. The rise of the digital donor - opportunities and challenges</p> <p>The modern donor expects relatable, personalised and integrated digital communications, putting increasing pressure on charities to demonstrate best practice in data segmentation and profiling. This session will look at the role that an organisation's online presence can play in shaping fundraising strategy and driving awareness. How can we tackle some of the challenges accompanying incoming data regulation in order to identify and communicate effectively with our primary audience? Sedef Gavaz will discuss some of the best approaches to online engagement, sharing select examples of innovation from across the charity sector and beyond.</p> <p>Sedef Gavaz, head of digital, British Council</p>	<p>3C. Greenpeace case study: Real engagement, virtual reality</p> <p>This session will showcase Greenpeace's work with virtual reality, including face-to-face fundraising and Virtual Explorer - the free app that is reaching new audiences and engaging a new generation of supporters. Using virtual reality to create impactful, immersive experiences, Greenpeace is realigning its brand experience, fostering awareness and guiding its audience beyond sympathy and into action. Danni Adam and Peter Speller will share the learning from their journey to develop VR films and promote this new app, as well as the wider goals for the UK-first project.</p> <p>Danni Adam, senior direct marketing executive, and Pete Speller, acting deputy head of mobilisation, Greenpeace</p>
15:15	Networking and refreshment break		
15:35	<p>4A. Beyond business: Autistica and Deutsche Bank case study</p> <p>Corporate fundraising is no new visionary strategy, but by successfully developing and nurturing the passion and expertise of your partners workforce, this reciprocal relationship can provide benefits far outreaching your organisation's own capabilities. Join Sarah Bissell and Krysia Kozniowska who will outline the affiliation between Autistica and Deutsche Bank. By aligning their values and ensuring holistic buy in, they have managed to build more meaningful relationships, launch ground-breaking projects and achieved a 550 per cent increase in voluntary income. They will outline what to look for in partnerships, how to leverage support effectively and how to embed your mission into your partner's commercial objectives.</p> <p>Sarah Bissell, director of fundraising, Autistica and Krysia Kozniowska, charities and fundraising manager, Deutsche Bank</p>	<p>4B. Developing future leaders from within</p> <p>Operating in a challenging external environment, fundraising success starts within your organisation and relies on leaders who are able to nurture the passion and purpose of their dedicated fundraisers. In an industry which is notorious for having a high turnover, but also heavily reliant on long-term relationships, this session will consider how to identify and develop existing talent in order to build a unified team. Drawing on her personal experience, Kate Collins will also outline the challenges and opportunities posed by an internally-facing model and consider the inherent implications for diversity when deciding to go "home grown or shop bought".</p> <p>Kate Collins, director of fundraising and marketing, Teenage Cancer Trust</p>	<p>4C. charity: water - a model for reinventing charity?</p> <p>As the charity sector faces calls for increased transparency and improvements in traditional fundraising methods, can charity: water's 100 per cent proposition - where private individuals fund the operations of the organisation to enable 100 per cent of public gifts to be deployed directly to water projects - offer a model for the reinvention of charity in the UK? Is the approach, deemed controversial by some, still a step too far or can it repeat its stateside success? Faith Chastain will focus on the recent UK launch and will discuss the pros and cons of a funding model built on the beliefs of radical transparency and the celebration of generosity.</p> <p>Faith Chastain, UK general manager, charity: water</p>
16:15	Transit time		
16:20	Closing plenary - to be announced		
16:50	Chair's closing remarks		
16:55	Networking drinks reception		

QUICK REGISTRATION

	Early bird (before: 24/1/17)	Standard rate
Charity delegate	£199.00 + VAT	£249.00 + VAT
Charity team ticket (up to four places)	£549.00 + VAT	£649.00 + VAT
Non-charity delegate	£699.00 + VAT	£749.00 + VAT

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The conversations you can't miss

“ A widely diverse - yet very insightful day - covering all the relevant topics a fundraiser could need, in a year where we need to get everything right. ”

Sam Butler, St John Ambulance

“ A great opportunity to meet with fundraisers and leaders from all areas of charitable activity. An inspirational and thought-provoking day. ”

Paul Drury, Bethany Christian Trust



“ A fantastic opportunity to learn, share and reaffirm fundraising practice. A great feeling of fundraisers' solidarity was fostered today. ”

Catrin Hollingham, Butterfly Conservation

“ Great opportunity to hear from charities large and small across the sector and to share the issues and challenges that affect us all. ”

Helen Causer, St Helena Hospice

SPEAKERS INCLUDE



The Power to Defeat Dementia



AUTISTICA
Building brighter futures through autism research

BC UK Breast Cancer UK
Preventing breast cancer



Challengers

charity: water



CROHN'S & COLITIS UK



Sightsavers

