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Fundraising LIVE

in association with *Fundraising Magazine*

09.02.2017

ILEC Conference Centre, London

- How can we resolve low retention levels in fundraising?
- New charity models: dangerous disruptors or the face of the future?
- Is digital the key to supporter acquisition in a changing world?
- What should real-life relationship fundraising look like?

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I am delighted to announce that our *Fundraising Live* conference will return for its third year on 9th February 2017. Following a year of significant disruption across the charity sector, it feels like we have reached a turning point for fundraising. This year's programme is testament to the fact that charities of all types and sizes are reinventing the way they communicate with supporters and seeking to build more meaningful and sustainable relationships. We will showcase emerging techniques such as those employed by Unicef NEXTGen and charity: water which are bucking traditional fundraising models, and offer insight into innovative campaigns and fresh approaches across the sector.

While our keynote speakers this year represent two of the biggest brands in fundraising; CRUK and the British Red Cross, there will also be ample chance to debate and discuss emerging strategies for organisations of every size. The day has been designed to offer a platform for fundraisers to debate best practice and share challenges, incorporating plenty of opportunities for networking with peers and sector experts. Sessions will take place across different streams which focus on three key topic areas; strategy, campaigns and emerging trends, allowing you to tailor your day to suit your organisation's specific needs.

We hope that you and your teams will join us in February for what promises to be an informative and inspiring day as fundraising moves towards a new horizon.

Stephen Cotterill, editor, *Fundraising Magazine*

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PAST ATTENDEES INCLUDE:

- Action for Children
- Barnardo's
- Breast Cancer Now
- British Museum
- Cancer Research UK
- Crisis UK
- Diabetes UK
- Butterfly Conservation
- English Heritage Foundation
- Family Fund
- Four Paws
- Girlguiding UK
- Guide Dogs
- ITV Text Santa
- Mencap
- National Trust
- Open Doors UK
- Paintings in Hospitals
- PDSA
- Samaritans
- Sussex Wildlife Trust
- Toybox Charity
- Women in Sport
- And many more...

PROGRAMME

09:00	Registration, refreshments and networking		
09:30	Chair's welcome: Stephen Cotterill , editor, <i>Fundraising</i>		
09:40	Keynote: £1m a day and rising - 10 strategic principles for fundraising growth <p>Last year, net fundraising income at CRUK totalled a record-breaking £364m, growing from £177m in 2002. For an organisation which receives no government funding, continued growth in fundraising income is essential in the ongoing fight against cancer. By studying their fundraising strategies over the past fifteen years, Anthony Newman has defined what he believes are the ten consistently successful principles underpinning this growth, and which could be applied to organisations of any size.</p> <p>Anthony Newman, director of brand, marketing and communications, Cancer Research UK</p> 		
10:20	Speed networking		
11:00	Networking and refreshment break		
	Getting the basics right: Staff, strategy & systems Chair: Tania Mason , editorial director, Civil Society Media	Trade secrets: Storytelling & campaigns Chair: Hugh Radojev , fundraising reporter, Civil Society Media	To the future: Emerging trends & techniques Chair: Stephen Cotterill , editor, <i>Fundraising</i>
11:25	1A. Putting online fundraising at the heart of your strategy <p>Drawing on fresh donor research and recent evidence, this session will explore the challenges associated with converting online visits to donations. What are the main barriers to people completing their donation journey online, and what customer experience techniques can you use to overcome these and encourage greater giving? Among other issues this session will examine the pros and cons of different digital channels, practical methods for turning donors to regular givers and tips on how to engage and excite younger supporters.</p> <p>Susan Pinkney, head of research and Julie Simpson, product manager, Charities Aid Foundation</p>	1B. The creative brief - working with agencies to produce compelling propositions <p>A compelling fundraising proposition is the holy grail for any successful campaign. This session will consider how to work alongside an agency to construct a creative brief, examining the merits and drawbacks of some of the existing advice, including nudge theory, neuroscience and the principles of storytelling. Using real-life examples of successful campaigns and how they were developed, you will walk away equipped with new tools and practical methods to reinvigorate your campaigns strategy.</p> <p>Nick Holmes, director, Different Kettle</p>	1C. PANEL: Is digital the key to levelling the playing field between small charities and the 'superbrands'? <p>Predominantly due to constraints in resources, few smaller charities are able to be truly competitive against the larger, more well-known 'superbrands'. Focusing on three emerging areas of opportunity, our expert panel will discuss the possibilities for smaller organisations to leverage the fundraising potential and reach of the following digital channels; gaming, online petitions and developing viral social content.</p> <p>Chair: Debra Allcock Tyler, chief executive, Directory of Social Change</p> <p>Panellists: Tom Bage, communications director, Change.org, Elisabeth Little, head of corporate fundraising, War Child and Joe Wade, managing director, Don't Panic</p>
12:05	Transit time		
12:10	2A. PANEL: Recruitment versus retention - what's the secret to building stable and high-performing teams? <i>(in association with TPP)</i>  <p>It is widely acknowledged that the success of a fundraising function is entirely dependent upon its people and their ability to build lasting relationships with supporters. In a sector that is renowned for significantly high turnover (the average fundraiser stays in post for between 18 to 20 months), what practical steps can be taken to recruiting the right balance of skills and personalities, and then maintaining motivation and team morale for long-term retention?</p> <p>Chair: Joe Jenkins, director of fundraising, The Children's Society</p> <p>Panellists: Mark Astarita, director of fundraising, British Red Cross, Rob Hayter, director, TPP, Ed Tait, director of fundraising, Crisis and Sonya Trivedy, fundraising director, Terrence Higgins Trust</p>	2B. PANEL: Corporate partnerships - more than just the money? <p>Corporate fundraising continues to be viewed as one of the key areas for growth across the sector, with charities of all sizes identifying strategic partnerships as a vital tool for growing fundraising revenue. Increasingly, the most successful and sustainable relationships seem to extend beyond financial contribution to sharing skills, knowledge and even networks. This session will consider these partnerships from the perspective of the corporates involved, assessing the criteria for selecting their charity partners, techniques for driving and maintaining engagement and what a mutually beneficial relationship should really look like.</p> <p>Chair: Terence Lovell, director of development, Teach First</p> <p>Panellists: Harriet Stranks, director of grant making north, Lloyds Bank Foundation, Suzanne Doxey, community relations manager - corporate affairs, E.ON and Julie Milnes, head of Corporate partnerships, British Red Cross</p>	2C. A new model for Millennials: engaging your next generation of philanthropists <p>NEXTGen is a global movement of diverse young leaders, entrepreneurs and innovators who dedicate their spare time to raising funds and awareness for Unicef's work, predominantly through a range of events and campaigns. Their model brings an innovative and refreshing perspective to fundraising, relying on the passion and motivation of young volunteers. Join this session to consider the changing expectations of a younger generation of charity supporters and pick up practical tips to reach new audiences, increase engagement and energise and inspire your events fundraising.</p> <p>Hortense Decaux and Layla Yarjani, co-founders, Unicef NEXTGen, Europe</p>
12:55	Lunch		

13:55	Meet the Regulators - your questions answered		
	<p>Stephen Dunmore, interim chief executive, Fundraising Regulator, David Holdsworth, chief operating officer and registrar, Charity Commission, Peter Lewis, chief executive, Institute of Fundraising and Richard Marbrow, lead policy officer, Information Commissioner's Office</p>		
14:40	Transit time		
14:45	<p>3A. How to run a successful CRM project from start to finish</p> <p>Data is one of a charity's most valuable assets, but knowing how to manage and make the most of large quantities of supporter information, while also complying with fast-changing regulation is an ongoing challenge. This session will focus on the top ten things to consider when selecting and implementing a new CRM system, highlighting areas to focus on and common pitfalls to watch out for. Tory Cassie will specifically examine the functionality of Microsoft Dynamics and how it can be integrated into your wider fundraising and comms strategy.</p> <p>Tory Cassie, business development, m-hance</p>	<p>3B. Anthony Nolan case study: Beyond theory - making relationship fundraising a reality</p> <p>Over the past four years Anthony Nolan has shifted from a product-led fundraising strategy to focus on building stronger relationships with supporters. Through developing a better understanding of donors' circumstances and their connection to the cause, the charity has seen an increase from £189K to £1m net income. This session will explore the practicalities of making relationship fundraising a reality to unlock maximum lifetime value from your supporters.</p> <p>Lawrie Mallyon, senior community fundraising manager, Anthony Nolan</p>	<p>3C. The future of event tech - keeping up with trends to increase ROI</p> <p>In an increasingly networked and digital-savvy world, technology has become an integral part of events fundraising. This session will explore some of the latest developments from pledging and mobile bidding technology to interactive auctions, and will consider how evolving donor behaviour and expectations should be influencing events fundraising strategies. John Roberts will impart some practical tips on how these tools can be used to drive supporter engagement and increase revenue from your fundraising events.</p> <p>John Roberts, head of UK sales, Givergy</p>
15:25	Networking and refreshment break		
15:45	<p>4A. Trustees and fundraising - securing board buy-in</p> <p>For any fundraising function to achieve its full potential, fundraising must become part of the DNA of the entire organisation. In the wake of increased scrutiny and regulation, the trustees' responsibility for fundraising has come into the media spotlight. Drawing on her extensive personal experience as both a fundraising director and a trustee, Tait will explore the relationship between the two, and how they can best work together not only to ensure best practice, but to generate meaningful supporter relationships and maximise revenue opportunities.</p> <p>Liz Tait, director of fundraising, Battersea Dogs & Cats Home and trustee, Action on Hearing Loss</p>	<p>4B. World Vision's Story Shop Case Study: The changing face of F2F</p> <p>In a bid to tackle declining levels of child sponsorship and to attract and acquire new supporters, World Vision created The Story Shop; an immersive retail experience which uses cutting-edge technology and creative techniques to engage shoppers and bring the charity's work to life. An example of innovation in face-to-face, this case study will explore the challenges as well as benefits of trying to redefine people's experience of street fundraising.</p> <p>Steve Wood, director of marketing & communications, World Vision</p>	<p>4C. charity: water - a model for re-inventing charity?</p> <p>As the UK charity sector faces calls for increased transparency and improvements in traditional fundraising methods, can charity: water's 100% proposition - where private individuals fund the operations of the organisation to enable 100% of public gifts to be deployed directly to water projects, offer a model for the reinvention of charity in the UK? Or is the approach, deemed controversial by some, still a step too far for the UK? McKenzie will share the pros and cons of a funding model built on the beliefs of radical transparency and the celebration of generosity.</p> <p>Angharad McKenzie, head of key relationships, charity: water</p>
16:15	Transit time		
16:20	<p>Closing plenary: Fundraising for the future</p> <p>Following a difficult year of fundraising scandals, greater public scrutiny and increased regulation, many charities are revising their fundraising strategies. In this session Mike Adamson will share some of the conclusions drawn by NCVO's working group on fundraising regulation, as well as his vision for taking the British Red Cross forward in the current political and economic climate. Adamson will focus specifically on responding to the decline in public trust, explaining why and how he believes charities' relationships with their supporters must adapt in order to achieve growth and regain confidence in the vital services they provide.</p> <p>Mike Adamson, chief executive, British Red Cross</p>		
			
16:50	Chair's closing remarks		
16:55	Networking drinks reception		<p>Sponsored by:</p> 

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



saving the lives of people with blood cancer



BritishRedCross



CANCER RESEARCH UK



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charity: water



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