Fundraising LIVE

CHARITY TECHNOLOGY CONFERENCE

Headline sponsor:

enthuse
donations · events · fundraising

Associate sponsor:

REaD Group

Headline sponsor:

digital wonderlab

Associate sponsors:

BoardEffect
A DILIGENT BRAND

m~hance
with you all the way

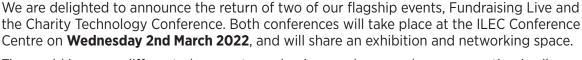## 2 March 2022   ILEC Conference Centre, London

Register today:

Fundraising Live: civilsociety.co.uk/fundraisinglive
Charity Technology Conference: civilsociety.co.uk/charitytech
EMAIL events@civilsociety.co.uk   •   CALL 020 7819 1200

Fundraising LIVE

CHARITY TECHNOLOGY CONFERENCE

Stephen Cotterill
Editor,
Fundraising
Magazine

Jenni O'Donovan
Events director,
Civil Society Media

We are delighted to announce the return of two of our flagship events, Fundraising Live and the Charity Technology Conference. Both conferences will take place at the ILEC Conference Centre on **Wednesday 2nd March 2022**, and will share an exhibition and networking space.

The world is a very different place post-pandemic; people are no longer operating in siloes and entire organisations have had to adapt their purpose and focus. This is why, for 2022, our theme for both events will be **'Strategies and tools for success in the new world'**.

Join our Fundraising Live sessions to learn how to tap into new audiences using digital, improve diversity in fundraising and harness the power of crowdfunding. In our Charity Technology Conference sessions, you will learn why boardrooms must set the digital agenda, how the YMCA is using live data visualisation tools to measure impact and how the Microsoft Power Platform can help charities thrive in a post-Covid world.

Plus, brand new for 2022, we are running interactive workshops throughout the day to enhance the opportunities for networking and working together, something we have all missed over the past two years. We believe that the main benefit of an in-person event should be the connections you make and the problems and ideas you share. Workshops have been put together with this aim in mind, with topics including the return of face-to-face events and improving cybersecurity.

Your ticket will give you access to both events and allow you to tailor your day to best suit your charity's needs.

We look forwarding to welcoming you on 2nd March for what promises to be an eye-opening day of discussion and learning.

Accredited cpd Centre

THE CPD STANDARDS OFFICE
CPD PROVIDER: 60030
2021-2023

Expert speakers from across the charity sector

Interactive workshop sessions

Network with fellow charity delegates

PAST ATTENDEES INCLUDE:

- Mind
- Cats Protection
- Age UK Lincoln
- Moorfields Eye Charity
- Prince & Princess of Wales Hospice
- Charity for Civil Servants

- Blue Cross
- Brain Tumour Charity
- Dogs Trust
- Meningitis Now
- Prostate Cancer UK
- Migrant Help UK
- Child Autism UK

- Diabetes UK
- Borderline
- Cycling UK
- Nottingham University Hospitals Charity
- Plan UK
- Prince's Trust

- MS Society
- National Trust
- Carers Trust
- RNLI
- Weston Park Hospital Cancer Charity

Time	Fundraising Live – Stream A	Charity Technology Conference – Stream B	Fundraising and Technology Workshops – Stream C
08:45	Registration and networking		
09:15	Chair's welcome: **Stephen Cotterill**, editor, Fundraising magazine		
09:20	**Opening keynote – Behind the scenes at Macmillan: Using technology to increase reach and impact** Three months into her new role at Macmillan, Roxane Heaton brings a wealth of knowledge and experience from public and private sectors. A passionate advocate for digital literacy and inclusion as a tool to drive social mobility, she is interested in reimagining user journeys to make services more accessible to more people. In this uplifting keynote she will discuss the transformative role technology can play to empower not only your workforce but also your service users, creating strategies for impact and reach. **Roxane Heaton**, chief information officer, Macmillan Cancer Support		
09:50	**Plenary – Dreaming big and achieving more through digital** In this session we debate and discuss the true meaning and application of digital transformation. From problem-solving through to goal-setting, speakers will discuss the role of technology to elevate your ambitions, open your eyes to a new bigger vision of what might be possible and help you to move towards your goals at pace. Digital wonderlab will share the stage with three different charities, inviting them to share their big ambitions, and to show how digital is helping each of them to achieve their unique vision, enhancing the connection with their supporters and delivering the impact needed at local, regional and national levels. Charity speakers tbc alongside **Digital Wonderlab**		
10:30	Transit time		
	Fundraising Live – Stream A	**Charity Technology Conference – Stream B**	**Fundraising and Technology Workshops – Stream C**
	Chair – **Stephen Cotterill**, editor, Fundraising magazine	Chair – **Kirsty Weakley**, senior reporter, Civil Society Media	Chair – **Tree Hall**, chief executive, Charity IT Leaders
10:35	**1A. Tapping new audiences through digital** Digital channels for acquisition and engagement through social media have come into their own during the pandemic. This session will look at how organisations can put in place an effective digital strategy to help grow their acquisition rates and engage supporters at a truly meaningful level. **Athar Abidi**, head of social media, British Heart Foundation and **Yasmin Georgiou**, digital engagement strategy partner, Action for Children	**1B. How live data visualisation can help demonstrate impact, increase transparency, and improve effectiveness** When sustainable funding, trust and reputation are increasingly under the spotlight, the need for charities to demonstrate impact and build trust has never been more important. This session explores how live data visualisation of data can really help tell your impact story and will include examples including how YMCA England and Wales, a federation of 110 local charities, is using live data visualisation tools to collect and measure impact data across its federation. Whatever the shape or size of your organisation, this session will help you to identify which key metrics align with your core purpose, and how you might begin to use your data more effectively to tell your impact story. **Matt Stevenson-Dodd**, managing director, Trust Impact	**1C. Leading through change – how to bridge the digital skills gap and foster a culture of learning** Growing digital skills and confidence amongst staff is key to the development of your digital transformation. So how can you measure where you are and plan where you need to get to? In this interactive workshop digital expert and co-author of The Charity Digital Skills Report Zoe Amar will take you through the latest trends in digital skills, help you benchmark your charity and map your next steps to help grow your colleagues' skills and develop a culture in which learning about digital is supported and recognised. **Zoe Amar**, director, Zoe Amar Digital
11:15	Morning coffee		
11:35	**2A. Bridging the fundraising gap with direct mail** With good cut-through and consistent results, direct mail still provides a useful engagement and acquisition channel for charities. Whether it is engaging with core supporters, recruiting high value donors, or securing longer term legacies; research has shown that post is one of the main ways that consumers want to hear about new ways to give. This session will cover how mail can be used in a post-GDPR world, discuss what data is available to find those harder to find prospects, and share some examples of successful charity campaigns. **Scott Logie**, Customer Engagement Director, REaD Group	**2B. How the Microsoft Power Platform and its low code/no code solutions can help charities thrive in a post-COVID world** As we return to some sort of normality, many organisations are having to digitally diversify in order to survive. But charities don't actually need to spend thousands on brand new systems when there are alternative, more affordable options to consider. In this session, m-hance's James Glover and Tory Cassie will introduce Microsoft's Power Platform; focusing on Power Apps and how these feature-rich applications can be built quickly and easily using a low-code approach. They will discuss how Power Apps can play a key part of your charity's digital strategy and will demonstrate how they can help to solve organisational challenges and make processes more efficient. **Tory Cassie**, NfP business development and **James Glover**, head of solutions architecture, m-hance	**2C. How well are your fundraisers?** With long hours and constant pressure to hit targets, fundraising can be a tough job at the best of times. After 18 months of pandemic, redundancies, furlough and radical changes to working patterns, it has been a particularly challenging time. The mental health and wellbeing of you and your team is essential to achieve your goals and generate income for the caues you are passionate about. It is also vital for job satisfaction and retention. This interactive workshop will help you develop strategies to manage you and your colleague's mental wellbeing. **Claire Warner**, management coach and workplace culture strategist
12:15	Transit time		
12:20	**3A. Recruitment panel – removing barriers to entry** It is well known that there is a lack of diversity in fundraising. Without a variety of voices from different backgrounds informing your strategies and comms, the chances are you are limiting your reach and failing to tap into donor support from diverse communities. It is time to move past the obvious point that the sector lacks diversity to look at the actual practical steps of what people can do about it! The members of this panel all have experience of implementing clear strategic principles in their recruitment process that go some way to eliminating unconscious bias and nurturing more equitable employment policies. Through this session, delegates will come away with clear guidance of the steps they must take to ensure equity in recruitment if they are ever in the position when they need to hire fundraisers. **Elizabeth Balglobin**, charity consultant and charity interim manager, **David Mbaziira**, EDI head, Charitered Institute of Fundraising, **Elizabeth Tait**, director of fundraising, Great Ormond Street Children's Hospital (GOSH), **Anna Yearley**, director, Reprieve	**3B. Putting digital at the heart of service-delivery** Throughout the Covid-19 pandemic demand for support and cash grants rose exponentially and Turn2Us' digital team had to make sure online capacity could be maintained and data safely and securely analysed and stored. In this session, Aisling Buckley will share what she has learned during the development of two of Turn2Us' key digtial products; an online benefits calculator and a campaigning tool. From the importance of re-use, cross-departmental collaboration, testing and sometimes even failing, Aisling will share her top tips to creating accessible digital products that best meet users' needs. **Aisling Buckley**, senior digital product manager, Turn2Us	**3C. How to get the most from the return of mass participation** Mass participation events are making a come back as restrictions lift, but how can charities steward supporters to raise the most income? This interactive session will offer practical advice and step-by-step guidance on how to get the most from your supporters as more and more people once again sign-up to mass events such as marathons and swimming challenges. **Tom Coussens**, senior charity partner manager, London Marathon Events
13:00	Lunch		
14:00	**Plenary – How charities are emerging from the pandemic – something old, something new, or something in between?** Fireside chat with Enthuse and Bike the UK for MS, discussing key points from Enthuse's new research into the charity sector, including: • How optimistic are charities feeling about 2022 as the country emerges from the pandemic? • What are the biggest challenges that the sector feels it faces in 2022? • What are the areas with the biggest opportunities for charities in the year ahead? • What types of activity will the sector focus on in 2022 – returning to old favourite campaigns from 2019, successful activities run during the pandemic or something new? **Nicole Montague**, UK programme coordinator, Bike the UK for MS and **Rosie Parkinson**, customer success manager, Enthuse		
14:40	Transit time		
14:45	**4A. Crowdfunding for good – How to galvanise supporters through the power of crowdfunding** People want to do good things with their money. One way they can exercise some control over where their funds will be spent is through targeted crowdfunding channels. The Black Funding Network has developed a unique model to engage it's supporters and crowdfund for intentional giving to grassroots organisations in the heart of their communities. **Patricia Hamzahee**, co-founder, Black Funding Network	**4B. It starts at the top – empowering leaders with the technology, insights and processes to thrive in a digital age** The pandemic has put immense pressure on charities to maintain foundational excellence, have a 'digital first' approach and fulfil existing strategic goals despite the extraordinary circumstances. Boardrooms must set the digital agenda and embrace new ways of working. This session will explore the concept of modern governance, and highlight some of the processes and tools that can be used to increase transparency, insights and efficiency, shaping organisations that are fit for the future. **Edward Rees**, director of sales, BoardEffect and charity client TBC	**4C. Charity IT Leaders workshop: Cybersecurity in focus - safeguarding your charity from harm** According to the National Cyber Security Centre (NCSC), malware (including ransomware) is the biggest threat to British organisations, with attacks becoming increasingly sophisticated and targeted. This hands-on session will consider the level of risk for charities operating in an increasingly digital landscape and explore practical steps you can take to help protect your data or sensitive information, and mitigate the risk of attack. **Matt Jago**, controller of business systems and integration, Sightsavers and chair of trustees, Charity IT Leaders
15:25	Afternoon coffee		
15:45	**Closing keynote – Stories from Save the Children - collaboration in a post-Covid climate** These are extraordinary and fast-changing times which call for new and innovative ways of working and agile responses. But how do you plan for the future when there is such a high level of uncertainty? In this insightful session, Save the Children's fundraising director and CIO share how they are working together to future-proof fundraising and engagement at the charity. Identifying key tech pillars that underpin the fundraising landscape, they share how collaboration is key to finding a roadmap out of ambiguity. **Jon Curry**, CIO and **Gemma Sherrington**, fundraising director, Save the Children		
16:25	Chair's closing remarks		
16:30	Drinks reception		

QUICK REGISTRATION

		Super early-bird (before 10 December 2021)	**Early-bird** (before 4 February 2022)	**Standard rate**
Charity delegate		£150.00 + VAT	£199.00 + VAT	£249.00 + VAT
Charity team ticket (up to four places) *Limited quantity available*		£450.00 + VAT	£599.00 + VAT	£649.00 + VAT

Your ticket will give you access to Fundraising Live and Charity Technology Conference sessions

	Delegate name (inc. title)	Position	Email	Your sessions (write letter A–C in box provided)
1.				1 (1035) ☐ 2 (1135) ☐ 3 (1220) ☐ 4 (1445) ☐
2.				1 (1035) ☐ 2 (1135) ☐ 3 (1220) ☐ 4 (1445) ☐
3.				1 (1035) ☐ 2 (1135) ☐ 3 (1220) ☐ 4 (1445) ☐
4.				1 (1035) ☐ 2 (1135) ☐ 3 (1220) ☐ 4 (1445) ☐

Opt in to hear from our Fundraising Live sponsors ☐   **Charity Technology Conference sponsors** ☐   Amount to be paid (+VAT @ 20%) £ ____

Please tick the box above if you are happy for us to pass on the contact details you use to register for the event.

Your details

☐ Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Other

Full name ____

Position ____

Organisation ____

Email ____

Address ____

____ Postcode ____

Charity number ____

Tel ____

Fax ____

Mobile ____

Mobility or dietary requirements for any delegates? ____

3 easy ways to pay

☐ **Request invoice & pay later**

☐ **Cheque** made payable to **Civil Society Media Ltd**

☐ **BACS** Account Name: Civil Society Media Ltd
Account Number: 17643665 Sort Code: 23 – 05 – 80

NEXT STEPS

POST
Freepost CIVIL SOCIETY MEDIA
(please handwrite in upper case)

FAX
020 7819 1210

BOOK ONLINE
civilsociety.co.uk/fundraisinglive
civilsociety.co.uk/charitytech

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, Civil Society Media Ltd reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

Substitution and cancellation policy: On receipt of your booking form, your place is confirmed. Delegate substitutions are allowed. Refunds on cancellations will only be issued (less a 15% administration charge)

up to and including 14 days prior to the event. Refunds will not be issued after this date. Confirmation of cancellations MUST be in writing and sent or faxed to Civil Society Media at the address and number listed above.

Personal details: This conference is produced by Civil Society Media Ltd. You have received this correspondence because we believe it is of interest to you and your role. If this is not the case, please inform us via phone on 020 7819 1200, email: events@ civilsociety.co.uk or by Post: Freepost CIVIL SOCIETY MEDIA (please handwrite in upper case) and we will remove you from our database immediately.