

THE FUNDRAISING CONVENTION COMPANION: FUNDRAISING EXECUTIVES AND OFFICERS

Fundraising Convention is a hive of activity and with so much going on, it's easy to miss that perfect session. So, if you're looking to learn new fundraising skills or improve your knowledge of different fundraising disciplines, we have put together a schedule of suggested sessions focused on helping you to achieve your goals and make the most of Fundraising Convention.

► MONDAY 2 JULY 2018

09:15 - 10:15	<u>Plenary speaker - Will Gompertz</u>
10:30 - 11:30	<u>Coppafeel - lessons from 8 years as a digital first charity</u>
12:00 - 13:00	<u>Storytelling</u>
14:15 - 15:00	<u>Learning from supporter feedback, dealing with complaints and improving practice</u> <u>The psychology of negotiation & the art of getting what you want</u>
15:15 - 16:00	<u>Content chaos - practical steps you need to take to clean up your digital content</u> <u>Going digital - the new opportunities for legacy fundraising</u>
16:30 - 17:30	<u>How to build Facebook into your regular giving programme: Be proud, be sexy, be converting</u>



▶ **TUESDAY 3 JULY 2018**

09:15 - 10:15	<u>Achieving mass participation success using relationship fundraising and digital innovation. Wear it pink 2017</u> <u>The power of community: Individual giving in connected communities</u>
10:45 - 11:30	<u>Learning from your mistakes</u> <u>How to spot emerging digital tools and trends - no matter what size you are</u>
11:45 - 12:30	<u>What fundraisers can learn from Tinder</u>
13:45 - 14:45	<u>Plenary speaker - Fatima Bhutto</u>
15:00 - 16:00	<u>The power of the first contact</u>
16:30 - 17:30	<u>Perfect pitch</u>

▶ **WEDNESDAY 4 JULY 2018**

09:15 - 10:15	<u>Tea and cake or death</u>
10:45 - 11:30	<u>How England Rugby uses digital video to drive change</u>
11:45 - 12:30	<u>10 ways to become digital for less than a tenner</u>
13:45 - 14:45	<u>Plenary speaker - June Sarpong MBE</u>
15:00 - 16:00	<u>Facebook for fundraising</u>
16:30 - 17:30	<u>Time management - stewardship for the self; how to bullet journal</u> <u>Fundraising magic - how to use the new rules of the game to achieve maximum impact</u>