



# DIGITAL FUNDRAISING SUMMIT 2023

## 1 NOVEMBER: SESSIONS

09:30-10:30	<b>An executive panel: The impact of AI on the nonprofit sector</b>	Lisa Chomette Sophie Green Lucy Squance	<i>Head of Partnerships, Charity Digital Director, Nonprofit Cloud Industry Solutions, Salesforce Director of Supporter Led Fundraising, Alzheimer's Research UK</i>
10:45-11:15	<b>Must-have digital tools for small charities</b>	Jonathan Tan	<i>CEO, Greater Change Trustee, Charity Digital</i>
11:30-12:00	<b>How to engage supporters with WhatsApp</b>	Rich Mullens Steve Mathieson Tim Cummins Spike Bowen	<i>Rich Messaging Specialists, Cymba &amp; CM.com</i>
13:00-13:30	<b>Developing charities' digital skills: How to help you develop your agency, and shape your own future of fundraising</b>	Dan Sutch Iona Lea Kyle Ueckermann	<i>Director, C.A.S.T. - The Centre for Acceleration of Social Technology Digital Development Coach, Aberdeen Foyer Head of Product, GivenGain</i>
13:45-14:15	<b>Investing in tomorrow: A fundraising case study</b>	Julia Krepska	<i>Founding Director, Our Sansar</i>
14:30-15:00	<b>Eggs and baskets: Are new digital advertising channels a bad idea?</b>	Matt Collins	<i>Managing Director, Platypus Digital</i>



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## 2 NOVEMBER: SESSIONS

10:00-10:30	<b>The new 'generous generation': How to attract and retain the most charitable audience</b>	Ashley Fontaine	<i>Trustee, InspireUK - The Charity</i>
10:45-11:15	<b>Funding for resilience: How to evidence the need for funding to boost your organisation's resilience</b>	Sara Main	<i>CAF Resilience Fund Programme Manager, Charities Aid Foundation (CAF)</i>
11:30-12:00	<b>Achieving and measuring success through contactless innovation</b>	Cameron Bird	<i>Sales Manager, GWD</i>
13:00-13:30	<b>Become a ChatGPT ninja in 30 minutes</b>	Ian McLintock	<i>Founder, Charity Excellence</i>
13:45-14:15	<b>Honest reflections: What does it need to make funding for digital the new normal?</b>	Alex Mecklenburg Cat Ainsworth	<i>Co-Founder, Dot Project</i> <i>Co-Founder, Dot Project</i> <b>more speakers to be announced...</b>
14:30-15:00	<b>Five things you can do today to maximise your donation funnel</b>	Jake Lambert	<i>Head of Conversion Services, FreshEgg</i>



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## 1&2 NOVEMBER: WORKSHOPS

10:45 - 12:15 1 November	<b>How to take the next best step with digital fundraising</b>	Lucy Bushby	<i>Head of Strategy and Transformation, Reason Digital</i>
13:00 - 14:30 1 November	<b><i>'I want to do something for charity': Marketing to the indecisive supporter with high quality community fundraising products</i></b>	Eoghan Beecher	<i>Country Director, iRaiser</i>
10:45 - 12:15 2 November	<b>The future of grantmaking - are you ready to have your say?</b>	Ellen Smyth	<i>Programme Lead, C.A.S.T. - The Centre for Acceleration of Social Technology</i>