

# DIGI.RAISE 2025

## PROGRAM DAY 1 – TUESDAY 20 MAY

8am	REGISTRATION & ARRIVAL TEA/COFFEE	
	BALLROOM 3	
9am – 10am	<b>DIGITAL BENCHMARKING, KPIS AND YOUR BURNING QUESTIONS ANSWERED</b> <b>FI MCPHEE</b> Co-Founder & Head of Insights, The Benchmarking Project and Co-Founder & Managing Director, Revolutionise <b>MAISA LOPES GOMES</b> Head of Digital Fundraising, Cerebral Palsy Alliance <b>EDDIE O'LOUGHLIN</b> Senior Digital Marketing Manager, Médecins Sans Frontières <b>SAMARA GENTLE</b> Senior Fundraising Strategist, ntegrity	
3pm – 3.30pm	MORNING TEA	
	BALLROOM 1	BALLROOM 3
10:30am – 11:15am	<b>SIX STEPS TO TRIPLING TAX APPEAL TARGETS – AN ACTIONAID AUSTRALIA CASE STUDY</b> <b>SAARAH ABDEEN</b> Digital Fundraising Specialist, ActionAid Australia	<b>A DEEP, DEEP DIVE INTO DATA: TOP EVENT BENCHMARKS, INSIGHTS &amp; TRENDS</b> <b>LUKE EDWARDS</b> Founder & CEO, Elevate Fundraising <b>JENNIFER LUKE</b> Account Director, Elevate Fundraising
11:20am – 12:05pm	<b>HOW TO CRACK DONOR ACQUISITION ONLINE</b> <b>LIV FURNISS-ROE</b> Digital Consultant, Parachute Agency	<b>OUR FIRST PEER-TO-PEER FUNDRAISING CAMPAIGN: LOW BUDGET, LIMITED RESOURCES, HIGH OUTCOMES</b> <b>LAUREN KARA-GEORGE</b> Partnerships Manager, Assistance Dogs Australia <b>EMILY HEUSTON</b> Marketing Manager, Assistance Dogs Australia
12:05pm – 1:05pm	LUNCH	
	BALLROOM 3	
1:05pm – 1:55pm	<b>HOW VISION AUSTRALIA ACHIEVED A 24% INCREASE IN DIGITAL REVENUE</b> <b>IAN FINLAYSON</b> General Manager of Fundraising, Marketing & Retail Operations, Vision Australia <b>ROMENA MOK</b> Partner, Senior Client Success Manager, ntegrity <b>OPHELIE LECHAT</b> Partner, Client Success and Squad Lead, ntegrity	
	BALLROOM 3	BALLROOM 1
2pm – 2:45pm	<b>FROM PIXELS TO PURPOSE: WHY GAMING AND STREAMING SHOULD BE PART OF YOUR FUNDRAISING STRATEGY AND HOW TO DEVELOP YOUR GAME PLAN</b> <b>CAMERON CORTAZZO</b> Director, Future Fundraising	<b>HOW CANCER COUNCIL VICTORIA USED DATA-DRIVEN DECISION-MAKING TO BOOST DIGITAL FUNDRAISING BY 25% IN ONE YEAR</b> <b>SARI PALTIEL</b> Digital Fundraising Manager, Cancer Council Victoria
2:45pm – 3:15pm	AFTERNOON TEA	
	BALLROOM 3	BALLROOM 1
3:15pm – 4pm	<b>MYTHS ABOUT DIGITAL FUNDRAISING FOR EMERGENCIES AND HOW MSF BUSTED THEM WHEN THEY RAISED \$15M FOR GAZA</b> <b>EDDIE O'LOUGHLIN</b> Senior Digital Marketing Manager, Médecins Sans Frontières Australia	<b>RUN BEFORE THE SUN: THE ANATOMY OF ACTIVATION &amp; ENGAGEMENT</b> <b>JOHN SPRINGATE</b> Community Fundraising Coordinator, Harry Perkins Institute of Medical Research
	BALLROOM 3	
4:05pm – 4:50pm	Digi.Raise Hackathon	
4:50pm – 5:50pm	NETWORKING DRINKS	

## PROGRAM DAY 2 – WEDNESDAY 21 MAY

PROGRAM DAY 2 – WEDNESDAY 21 MAY			
	<b>BALLROOM 1</b>		
7:50am – 8:45am	<b>WAKE UP TO GROWTH: HOW ALWAYS-ON DIGITAL POWERS YOUR FUNDRAISING</b> <b>OPHELIE LECHAT</b> Partner, Client Success and Squad Lead, ntegrity <b>AMY SCHUMANN</b> Growth Lead, ntegrity		
8:15am	REGISTRATION & ARRIVAL TEA/COFFEE		
	<b>BALLROOM 3</b>		
9am – 9:50am	<b>7 DIGITAL MISTAKES WE MADE SO YOU DON'T HAVE TO</b> <b>EMILY DOUGAN</b> Digital Strategy Director, Donor Republic <b>TAHLIA WEBSTER</b> Digital Fundraising Strategist, Donor Republic <b>MICHAEL WILSON</b> Digital Innovation Manager, Donor Republic		
9:50am – 10:40am	<b>LEVERAGING CUSTOMER DATA FOR AUDIENCE-CENTRIC FUNDRAISING WITH UNICEF AUSTRALIA</b> <b>THOMAS DELAFOSSE</b> Head of Performance, Growth & Insights, UNICEF Australia		
10:40 – 11:10am	MORNING TEA		
	<b>BALLROOM 3</b>	<b>BALLROOM 1</b>	<b>BALLROOM 2</b>
11:10am – 11:55am	<b>HOW TO BUILD A DONATION PAGE IN 30 MINUTES</b> <b>JESSICA MACPHERSON</b> Founder & CEO, Blaze Your Trail <b>PAULA NUNEZ</b> Senior Consultant, Blaze Your Trail	<b>GIVING DAYS – TOP TIPS, GROWTH OPPORTUNITIES AND WHY WE SHOULD CONSIDER A SECTOR-WIDE APPROACH</b> <b>EMILY SCOTT</b> CEO, Rainbow Giving Australia	<b>HOW-TO AND EXPLAINER VIDEOS on continuous loop</b> 10:50am – 4:10pm
12pm – 12:45pm	<b>FROM TRAGEDY TO TRIUMPH – HOW AUTHENTIC STORYTELLING ENHANCES BRAND TRUST</b> <b>STEPHANIE CROSS</b> Communications Manager, MND Victoria <b>SARAH ROBINSON-HATCH</b> Digital Marketing and Communications Officer, MND Victoria	<b>WHO IS PAYING ATTENTION? UNLOCKING THE SECRETS OF YOUR EVENT AUDIENCE?</b> <b>LUKE EDWARDS</b> Founder & CEO, Elevate Fundraising	
12:45pm – 1:45pm	LUNCH		
	<b>BALLROOM 3</b>	<b>BALLROOM 1</b>	<b>BALLROOM 2</b>
1:45pm – 2:30pm	<b>USING CREATIVE, DYNAMIC CREATIVE OPTIMISATION AND PERSONALISATION TO GROW ACQUISITION – A WWF CASE STUDY</b> <b>KIA TZOUNOS</b> Digital Marketing Campaigns Manager, WWF Australia	<b>HOW TO INVIGORATE AN EXISTING PEER-TO-PEER CAMPAIGN WITH A 'SECONDARY' FUNDRAISING PRODUCT</b> <b>ALEXANDRA RYAN</b> , Head of Campaigns and Products, Leukaemia Foundation	<b>HOW-TO AND EXPLAINER VIDEOS on continuous loop</b> 10:50am – 4:10pm
2:35pm – 3:20pm	<b>USING DIGITAL TO SUPERCHARGE YOUR GIW PROGRAM (AND HOW THE MALAGHAN DID IT)</b> <b>JEREMY BENNETT</b> Founder & Chief Consultant, Bigfoot Fundraising <b>JES BLAN</b> Individual Giving & Digital Fundraising Manager, Malaghan	<b>ON THE DAY: WHAT MAKES AN EXCEPTIONAL EVENT EXPERIENCE?</b> <b>PAIGE GIBBS</b> Chief Engagement Officer, Harry Perkins Institute of Medical Research <b>ZEBEDEE STONE</b> Group Account Director, Donor Republic	
3:25pm – 4:10pm	<b>THE PRACTICAL GUIDE TO THE EASIEST BOOSTS TO FUNDRAISING FROM AI</b> <b>SEAN TRINER</b> Co-Founder, Moceanic	<b>INFUSING YOUR PEER-TO-PEER CAMPAIGN WITH UNASSAILABLE LOGIC</b> <b>CLAYTON THOMAS</b> Creative Director, Marlin Communications	
4:10pm – 4:15pm	CLOSING REMARKS	CLOSING REMARKS	

F&P acknowledges and thanks our sponsors

PRINCIPAL PARTNER

