DIGI.RAISE 2025 | MELBOURNE 20+21 MAY

Australia's only specialist digital fundraising conference

PROGRAM

All details are correct at time of printing but may be subject to change. All times are AEST.

	DAY ONE: Tuesday 20 May 2025
08.00	REGISTRATION & ARRIVAL TEA/COFFEE
09.00 – 10.00	BALLROOM 3

Digital benchmarking, KPIs and your burning questions answered

FI MCPHEE – Co-Founder & Head of Insights, The Benchmarking Project and Co-Founder & Managing Director – **Revolutionise**
MAISA LOPES GOMES – Head of Digital Fundraising – **Cerebral Palsy Alliance**
EDDIE O'LOUGHLIN – Senior Digital Marketing Manager – **Médecins Sans Frontières Australia**
SAMARA GENTLE – Senior Strategist – **ntegrity**

10.00 – 10.30	MORNING TEA	
	BALLROOM 3	BALLROOM 1
10.30 – 11.15	**Six steps to tripling tax appeal targets – an ActionAid Australia case study** SAARAH ABDEEN – Digital Fundraising Specialist – **ActionAid Australia**	**Top event trends and insights** **Elevate Fundraising**
11.20 – 12.05	**How to crack donor acquisition online** LIV FURNISS-ROE – Digital Consultant – **Parachute Agency**	**Our first peer-to-peer fundraising campaign: low budget, limited resources, high outcomes** LAUREN KARA-GEORGE – Partnerships Manager – **Assistance Dogs Australia** EMILY HEUSTON – Marketing Manager – **Assistance Dogs Australia**

12.05 – 13.05	**LUNCH**

13.05 – 13.55	**BALLROOM 3**
	How Vision Australia achieved a 24% increase in digital revenue IAN FINLAYSON **–** General Manager of Fundraising, Marketing & Retail Operations **–Vision Australia** ROMENA MOK **–** Partner, Senior Client Success Manager **–ntegrity** OPHELIE LECHAT **–** Partner, Client Success and Squad Lead **– ntegrity**

	BALLROOM 3	**BALLROOM 1**
14.00 – 14.45	**From Pixels to Purpose: why gaming and streaming should be part of your fundraising strategy and how to develop your game plan** CAMERON CORTAZZO **–** Director **– Future Fundraising**	**How Cancer Council Victoria used data-driven decision-making to boost digital fundraising by 25% in one year** SARI PALTIEL **–** Digital Fundraising Manager **– Cancer Council Victoria**

14.45 – 15.15	**AFTERNOON TEA**

	BALLROOM 3	**BALLROOM 1**
15.15 – 16.00	**Myths about digital fundraising for emergencies and how MSF busted them when they raised $15M for Gaza** EDDIE O'LOUGHLIN **–** Senior Digital Marketing Manager **– Médecins Sans Frontières Australia**	**Run before the sun: the anatomy of activation & engagement** JOHN SPRINGATE **–** Community Fundraising Coordinator **– Harry Perkins Institute of Medical Research**

16.05 – 16.50	**BALLROOM 3**
	Digi.Raise Hackathon

16.50 – 17.50	**NETWORKING DRINKS**

DAY TWO: Wednesday 21 May 2025

Time		
07.50 – 08.45	**BALLROOM 2** **Wake up to growth: How always-on digital powers your fundraising** OPHELIE LECHAT – Partner, Client Success and Squad Lead – **ntegrity** AMY SCHUMANN – Growth Lead – **ntegrity**	*sponsored by* **ntegr!ty**
08:15	**REGISTRATION & ARRIVAL TEA/COFFEE**	
09.00 – 09.50	**BALLROOM 3** **7 Digital mistakes we made so you don't have to** EMILY DOUGAN – Digital Strategy Director – **Donor Republic** ASHLEIGH YARDY – Digital Strategy Director – **Donor Republic** MICHAEL WILSON – Digital Innovation Manager – **Donor Republic**	
09.50 – 10.40	**Leveraging customer data for audience-centric fundraising with UNICEF Australia** THOMAS DELAFOSSE – Head of Performance, Growth & Insights – **UNICEF Australia**	
10.40 – 11.10	**MORNING TEA**	

Time	BALLROOM 3	BALLROOM 1
11.10 – 11.55	**How to build a donation page in 30 minutes** JESSICA MACPHERSON – Founder & CEO – **Blaze Your Trail**	**Giving days – top tips, growth opportunities and why we should consider a sector-wide approach** EMILY SCOTT – CEO – **Rainbow Giving Australia**
12.00- 12.45	**From tragedy to triumph – how authentic storytelling enhances brand trust** STEPHANIE CROSS – Communications Manager – **MND Victoria** SARAH ROBINSON-HATCH – Digital Marketing and Communications Officer – **MND Victoria**	**Who makes up your event audience?** **Elevate Fundraising**

	BALLROOM 3	BALLROOM 1
12.45 – 13.45	LUNCH	
13.45 - 14.30	**Using creative, dynamic creative optimisation and personalisation to grow acquisition – a WWF case study** KIA TZOUNOS – Digital Marketing Campaigns Manager – **WWF Australia**	**How to invigorate an existing peer-to-peer campaign with a 'secondary' fundraising product** ALEXANDRA RYAN – Head of Campaigns and Products – **Leukaemia Foundation**
14.35 – 15.20	**Using digital to supercharge your GIW program (and how the Malaghan did it)** JEREMY BENNETT – Founder & Chief Consultant – **Bigfoot Fundraising** JES BLAND – Individual Giving & Digital Fundraising Manager – **Malaghan Institute of Medical Research**	**On the day: what makes an exceptional event experience?** PAIGE GIBBS – Chief Development Officer –**Harry Perkins Institute of Medical Research** ZEBEDEE STONE – Group Account Director – **Donor Republic**
15.25 – 16.10	**The practical guide to the easiest boosts to fundraising from AI** SEAN TRINER – Founder – **Moceanic**	**Infusing your peer-to-peer campaign with unassailable logic** CLAYTON THOMAS – Creative Director – **Marlin Communications**
16.10 – 16.15	CONFERENCE CLOSE	CONFERENCE CLOSE

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