

# FUNDRAISING FORUM - 2024

Australia's Specialty IG Conference

SYDNEY  
27-29  
AUGUST

Principal partner



## PROGRAM SCHEDULE\_v17

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

### DAY ONE: Tuesday 27 August 2024

8am	REGISTRATION & ARRIVAL TEA/COFFEE
8:30 - 10:00am	<p><b>WATTLE</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Director, F&amp;P</i></p> <p><b>Session 1 - MASTERCLASS 1 (part 1)</b> <b>Getting your ducks in a row - strategy and tactics to drive a profitable regular giving program</b> ALCUIN HACKER, Founder &amp; Principal, <i>Engage &amp; Experience</i> GARETH DAVIES, Principal Consultant, <i>Engage &amp; Experience</i> <i>Session sponsored by</i> </p>
	10:00 - 10:20am
10:20 - 12:20pm	Session 1(cont.) - MASTERCLASS 1 (part 2)
12:20 - 1:10pm	LUNCH
1:10 - 3:10pm	<p><b>WATTLE</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i></p> <p><b>Session 2- MASTERCLASS 2 (part 1)</b> <b>Developing an effective mid-value program from the ground up</b> JOHN BURNS, Strategic Advisor, <i>Marlin Communications</i> CLAYTON THOMAS, Creative Director, <i>Marlin Communications</i></p>
	3:10 - 3:30pm
3:30 - 5pm	Session 2(cont.) - MASTERCLASS 2 (part 2)

### DAY TWO: Wednesday 28 August 2024

8:15 - 9am	REGISTRATION & ARRIVAL TEA/COFFEE
9am - 10am	<p><b>WATTLE/THOMAS/BROADWAY/JONES</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Director, F&amp;P</i></p> <p><b>Session 3</b> <b>Giving attention: raise more with this philosophy of donor-centric fundraising</b> ANDREW MARTIN, Lead Strategist &amp; Co-founder, The Fundraising Agency</p>
	10-10:30am

	<b>WATTLE/THOMAS</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i>	<b>BROADWAY/JONES</b> <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>
<b>10:30 – 11:20 am</b>	<b>SESSION 4A</b> <b>The current state (and stagnation) of F2F – here’s what we can do</b> PAUL TAVATGIS, Director, <i>Whipbird Consulting</i> and Managing Director, <i>The Benchmarking Project</i> // NICK O’HALLORAN, Regular Giving Co-ordinator, <i>Médecins Sans Frontières Australia</i> // SHERRY BELL, Founder & CEO, <i>Grow Fundraising &amp; Consulting</i>	<b>SESSION 4B</b> <b>Integrating Gifts-in-Wills and Major Gifts into your individual giving program</b> KATE McMILLAN, Operations Director, <i>Donor Republic</i> // MARCUS BLEASE, Co-Founder & Director, <i>Donor Republic</i>
<b>11:25 – 12:15</b>	<b>SESSION 5A</b> <b>Developing ask strategies that work...and the tests that prove it</b> DAN WILSON, Director, <i>The Data Collective</i>	<b>SESSION 5B</b> <b>The Fred Hollows Foundation RC program – growth and sustainability through a multi-channel approach</b> ADRIANA AGUILERA, Head of Acquisitions, <i>The Fred Hollows Foundation</i> // ERIN HAMALAINEN, Head of Data Analytics & Insights, <i>The Fred Hollows Foundation</i>
<b>12:15 – 1:15pm</b>	<b>LUNCH</b>	
	<b>WATTLE/THOMAS</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i>	<b>BROADWAY/JONES</b> <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>
<b>1:15 – 2:05pm</b>	<b>SESSION 6A</b> <b>Cyber risk, data breaches and a story of unprepared nonprofits – why cyber security DOES and SHOULD matter to your fundraising</b> JESSICA MACPHERSON, Founder and CEO, <i>Blaze Your Trail</i> // KELLY DOUGLAS General Counsel, <i>Médecins Sans Frontières Australia &amp; New Zealand</i> // JOEL NICHOLSON, Director, <i>Marketsoft</i>	<b>SESSION 6B</b> <b>“Pay What It Takes” – the latest developments and what this means for fundraisers</b> LISA ALLAN, Head of Fundraising, <i>The Smith Family</i> // DENISE CHENG, National Manager, Active Philanthropy, <i>Equity Trustees</i>
<b>2:10 – 3:00pm</b>	<b>SESSION 7A</b> <b>Unlock the secret to skyrocketing donations: beyond basics with A/B testing</b> SAMARA GENTLE, Head of Digital Fundraising & Marketing, <i>Marlin Communications</i>	<b>SESSION 7B</b> <b>Learn from the best: Case studies to ignite your individual giving program</b> SARA LEFKOVIC, Senior Manager, Fundraising and Supporter Services, <i>The Lost Dog’s Home</i> // PETER COLEMAN, Director, <i>The Benchmarking Project</i>
<b>3:00 – 3:30pm</b>	<b>AFTERNOON TEA</b>	
	<b>WATTLE/THOMAS/BROADWAY/JONES</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Director, F&amp;P</i>	
<b>3:30 – 4:20pm</b>	<b>SESSION 8</b> <b>New Research: Unveiling the first 90 days for a new donor</b> MARCUS BLEASE, Director & Co-founder, <i>Donor Republic</i>	
<b>4:20 – 5:00pm</b>	<b>SESSION 9</b> <b>The Precision Fundraising Quiz</b> CHRIS MAYHEW, Director, <i>Precision Fundraising</i> // MIA SISKO, Founding Partner, <i>Clover Marketing</i> // ALICIA REID, Director, <i>Precision Connect</i>	
<b>5:00 – 6:00pm</b>	<b>NETWORKING DRINKS</b>	



## DAY THREE: Thursday 29 August 2024

	<b>WATTLE ROOM</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i>	
7:15 – 8:15am	<b>EXCLUSIVE MEMBERS' BREAKFAST SESSION</b> <b>The fundraisers survival guide to sanity and success: Because mainlining coffee isn't a sustainable strategy</b> <i>KERRY McLEOD, Head of Supporter Relations, Neurological Foundation of New Zealand</i>	
8:15 – 9am	<b>REGISTRATION &amp; ARRIVAL TEA/COFFEE</b>	
	<b>WATTLE/THOMAS/BROADWAY/JONES</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i>	
9:00 – 10:00am	<b>SESSION 10</b> <b>Maximising donor lifetime value – exclusive insights from leading organisations</b> <i>FIONA McPhee, Co-founder &amp; Director, The Benchmarking Project</i> <i>Session sponsored by</i> 	
10:00 – 10:30am	<b>MORNING TEA</b>	
	<b>WATTLE/THOMAS</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Director, F&amp;P</i>	<b>BROADWAY/JONES</b> <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>
10:30 – 11.20am	<b>SESSION 11A</b> <b>How Red Cross increased fundraising by millions through a mid-value donor program</b> <i>LENNY ELARIO, Senior Manager – Single Giving and Emergencies, Australian Red Cross</i>	<b>SESSION 11B</b> <b>A legacy campaign that keeps on giving: How Wayside Chapel grew (and keeps growing) Donate a Plate</b> <i>LUKE EDWARDS, Founder &amp; Director, Elevate Fundraising // ALEX WONG, Individual Giving Manager, Wayside Chapel</i>
11.25 – 12.15	<b>SESSION 12A</b> <b>Top-down, end-to-end and long-term – the benefits and 'how to' of cross-channel campaigns</b> <i>MAMTA BHATT, Managing Director, Parachute</i>	<b>SESSION 12B</b> <b>Cookies: Yes or No? Evolving your digital fundraising strategy for the cookie-(adjusted) world</b> <i>JORGE GARRIDO DIEZ, Head of Digital Strategy, Ardent Communications</i>
12:15 – 1:15pm	<b>LUNCH</b>	
	<b>WATTLE/THOMAS</b> <i>Chair: Fiona Atkinson, Content Creator, F&amp;P</i>	<b>BROADWAY/JONES</b> <i>Chair: Clare Joyce, Content Director, F&amp;P</i>
1:15 – 2:05pm	<b>SESSION 13A</b> <b>Children's Cancer Institute: 'Donate Your Age' acquisition campaign</b> <i>HEATHER MCILFATRICK, General Manager, Marketing, Children's Cancer Institute</i>	<b>SESSION 13B</b> <b>21 things I've learnt in 21 years of writing fundraising copy</b> <i>DOMINIQUE ANTARAKIS, CEO, Change &amp; Co</i>
2:10 – 3:00pm	<b>SESSION 14A</b> <b>The "supporter-first" movement – how you can create exceptional supporter journeys</b> <i>KAREN ARMSTONG, Director, More Impact and Senior Consultant, More Strategic // MEGAN MAYA, Consultant, More Strategic</i>	<b>SESSION 14B</b> <b>How to run a highly engaging and successful Christmas campaign using integration on a shoestring budget</b> <i>MARNIE PITCHER, Director of Marketing and Fundraising, Variety – The Children's Charity New Zealand</i>

3:00 – 3:30pm	<b>AFTERNOON TEA</b>
3.30 – 4:20pm	<b>WATTLE/THOMAS/BROADWAY/JONES</b> <i>Chair: Jeremy Bradshaw, Founder &amp; Director, F&amp;P</i>
	<b>SESSION 15</b> <b>Médecins Sans Frontières’ exceptional Gaza appeal – learnings to help you drive more appeal revenue</b> TOM DUGGAN, Head of Fundraising, <i>Médecins Sans Frontières Australia and New Zealand</i> // SOPHIE MCNAMARA, Head of Communications, <i>Médecins Sans Frontières Australia and New Zealand</i> // EDDIE O’LOUGHLIN, Senior Digital Marketing Manager, <i>Médecins Sans Frontières Australia and New Zealand</i>
4:20 – 4:30pm	<b>Closing remarks</b>

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