

DIGI.RAISE 2025

PROGRAM DAY 1 – TUESDAY 20 MAY

8am	REGISTRATION & ARRIVAL TEA/COFFEE	
	BALLROOM 3	
9am – 10am	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 Head of Digital, Médecins Sans Frontières SAMARA GENTLE Senior Fundraising Strategist, ntegrity	
3pm – 3.30pm	MORNING TEA	
	BALLROOM 3	BALLROOM 1
10:30am – 11:15am	SIX STEPS TO TRIPLING TAX APPEAL TARGETS – AN ACTIONAID AUSTRALIA CASE STUDY SAARAH ABDEEN Digital Fundraising Specialist, ActionAid Australia	A DEEP, DEEP DIVE INTO DATA: TOP EVENT BENCHMARKS, INSIGHTS & TRENDS LUKE EDWARDS Founder & CEO, Elevate Fundraising JENNIFER LUKE Account Director, Elevate Fundraising
11:20am – 12:05pm	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
12:05pm – 1:05pm	LUNCH	
	BALLROOM 3	
1:05pm – 1:55pm	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
2pm – 2:45pm	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
2:45pm – 3:15pm	AFTERNOON TEA	
	BALLROOM 3	BALLROOM 1
3:15pm – 4pm	MYTHS ABOUT DIGITAL FUNDRAISING FOR EMERGENCIES AND HOW MSF BUSTED THEM WHEN THEY RAISED \$15M FOR GAZA EDDIE O'LOUGHLIN Head of Digital, Médecins Sans Frontières Australia	RUN BEFORE THE SUN: THE ANATOMY OF ACTIVATION & ENGAGEMENT JOHN SPRINGATE 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

	BALLROOM 1		
7:50am – 8:45am	BREAKFAST BRIEFING (Limited capacity – booking required) 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		
8:15am	REGISTRATION & ARRIVAL TEA/COFFEE		
	BALLROOM 3		
9am – 9:50am	7 DIGITAL MISTAKES WE MADE SO YOU DON'T HAVE TO EMILY DOUGAN Digital Strategy Director, Donor Republic TAHLIA WEBSTER Digital Fundraising Strategist, Donor Republic MICHAEL WILSON Digital Innovation Manager, Donor Republic		
9:50am – 10:40am	THE DONOR CONNECTION BLUEPRINT – USING DATA TO MAXIMISE FUNDRAISING IMPACT THOMAS DELAFOSSE Head of Performance, Growth & Insights, UNICEF Australia		
10:40 – 11:10am	MORNING TEA		
	BALLROOM 3	BALLROOM 1	BALLROOM 2
11:10am – 11:55am	HOW TO BUILD A DONATION PAGE IN 30 MINUTES JESSICA MACPHERSON Founder & CEO, Blaze Your Trail PAULA NUNEZ Senior Consultant, Blaze Your Trail	GIVING DAYS – TOP TIPS, GROWTH OPPORTUNITIES AND WHY WE SHOULD CONSIDER A SECTOR-WIDE APPROACH EMILY SCOTT CEO, Rainbow Giving Australia	HOW-TO AND EXPLAINER VIDEOS on continuous loop 10:50am – 4:10pm
12pm – 12:45pm	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 IS PAYING ATTENTION? UNLOCKING THE SECRETS OF YOUR EVENT AUDIENCE? LUKE EDWARDS Founder & CEO, Elevate Fundraising	
12:45pm – 1:45pm	LUNCH		
	BALLROOM 3	BALLROOM 1	BALLROOM 2
1:45pm – 2:30pm	USING CREATIVE, DYNAMIC CREATIVE OPTIMISATION AND PERSONALISATION TO GROW ACQUISITION – A WWF CASE STUDY KIA TZOUNOS Digital Marketing Campaigns Manager, WWF Australia		HOW-TO AND EXPLAINER VIDEOS on continuous loop 10:50am – 4:10pm
2:35pm – 3:20pm	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	ON THE DAY: WHAT MAKES AN EXCEPTIONAL EVENT EXPERIENCE? PAIGE GIBBS Chief Engagement Officer, Harry Perkins Institute of Medical Research ZEBEDEE STONE Group Account Director, Donor Republic	
3:25pm – 4:10pm	THE PRACTICAL GUIDE TO THE EASIEST BOOSTS TO FUNDRAISING FROM AI SEAN TRINER Co-Founder, Moceanic	INFUSING YOUR PEER-TO-PEER CAMPAIGN WITH UNASSAILABLE LOGIC DAN GEAVES Creative Director, Marlin Communications	
4:10pm – 4:15pm	CLOSING REMARKS	CLOSING REMARKS	

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