

DIGI.RAISE - 2026

SYDNEY 19+20 MAY Main Conference
21 MAY Masterclass

Principal partner



PROGRAM SUMMARY

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

DAY ONE: Tuesday 19 May 2026

08.00	REGISTRATION & ARRIVAL TEA/COFFEE	
0900 - 1000	WATTLE/THOMAS/BROADWAY/JONES Chair: Jeremy Bradshaw, Founder & CEO, F&P	
	SESSION 1 Built overnight - What AI can do when you stop treating it like Google KAZ McGRATH, Founder & CEO, PLAI - Purpose-led AI	
10.00 - 10.30	MORNING TEA	
10.30 - 11.15	WATTLE/THOMAS Chair: Fiona Atkinson, Content Manager, F&P	BROADWAY/JONES Chair: Clare Joyce, Content Director, F&P
	SESSION 2A Human creativity: your digital superpower VANESSA McCARTHY, Founder & Director, Tone Studio	SESSION 2B The 5 P's of peer-to-peer fundraising - the essential list for P2P success Meredith Dwyer, Homemade MEREDITH DWYER, Director, Homemade
11.20 - 12.05	SESSION 3A From freemium to fundraising: Lessons from WWF-Australia's value-exchange lead gen campaign DENISE AMERY, Digital Marketing Specialist, WWF-Australia // MEGAN LEWIT, Direct Marketing & Digital Fundraising Coordinator, WWF-Australia	SESSION 3B Small steps towards a big result: Learnings from the inaugural Big Tassie Walk P2P campaign. TABITHA ZACHARIAH, Marketing and Fundraising Lead, Migrant Resource Centre, Tasmania

12.05 - 13.05	LUNCH	
13.05 - 13.50	WATTLE/THOMAS <i>Chair: Fiona Atkinson, Content Manager, F&P</i>	BROADWAY/JONES <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i>
	SESSION 4A Digital acquisition vs giving days - which should you invest in? LACHLAN DALE Digital Strategist & Consultant // JAKE ROSS, Appeals Coordinator, <i>Taronga Conservation Society</i>	SESSION 4B Spin to win: How Ronald McDonald House Charities built a \$500K fundraising event from scratch LUKE EDWARDS, Director, <i>Elevate Fundraising</i> // NERMEEN YACOUB, Executive Manager, Fundraising & Partnerships, <i>Ronald McDonald House</i>
13.55 - 14.40	SESSION 5A Is your tech stack helping - or hurting - your digital fundraising? DAMIEN COUP, Digital Strategy Manager, <i>Baker Heart and Diabetes Institute</i> // TAMMY SCHLITZ, Co-CEO, <i>Balanced Effect</i>	SESSION 5B Redefining value in peer-to-peer fundraising with Leukaemia Foundation LINDSEY TURNER, Campaign Project Manager, <i>Leukaemia Foundation</i> // BREE JOHNSON, Fundraising Experience Manager, <i>Leukaemia Foundation</i>
14.40 - 15.10	AFTERNOON TEA	
15.10 - 15.55	WATTLE/THOMAS <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i>	BROADWAY/JONES <i>Chair: Fiona Atkinson, Content Manager, F&P</i>
	SESSION 6A Right time, right channels, right message: An insights-driven approach to digital fundraising content and supporter journeys ADELA WELSMAN, Strategic Advisor, <i>Marlin Communications</i>	SESSION 6B Automating offline community fundraising: How PANDA built a low-touch, high-care workflow model KIRSTEN FINGER, Senior Consultant, <i>Blaze Your Trail</i> // BEC SCHAFER, Engagement & Communications Manager, PANDA
16.00 - 16.45	SESSION 7A Inside the engine room: The secret sauce behind MSF's \$30M+ digital fundraising program EDDIE O'LOUGHLIN, Head of Digital, <i>Médecins Sans Frontières Australia & Médecins Sans Frontières New Zealand</i>	SESSION 7B Mini but Mighty: How "Mini P2P" events are transforming fundraising innovation MICHAEL WILSON, Digital & Innovation Manager, <i>Donor Republic</i> // JAMES MOLONEY, Fundraising Campaigns Manager, <i>Red Nose</i>
16.45 - 17.45	HAPPY HOUR NETWORKING DRINKS	

DAY TWO: Wednesday 20 May 2026

07.15 - 08.15	WATTLE <i>Chair: Clare Joyce, Content Director, F&P</i>	
	BREAKFAST BRIEFING <i>(Only those who have registered for this session may attend. Numbers limited)</i> Digital fundraising growth hacks: 10 ways to increase your fundraising in 2026 GARTH STIRLING, Partner and Chief Growth Officer, <i>ntegrity</i> // WILL MAHWINNEY, Senior Digital Performance Manager, <i>ntegrity</i>	
08:15	REGISTRATION & ARRIVAL TEA/COFFEE	
09.00 - 09.50	WATTLE/THOMAS/BROADWAY/JONES <i>Chair: Clare Joyce, Content Director, F&P</i>	
	SESSION 9 The donation experience is your best acquisition channel (here's why) SAMARA GENTLE, Fundraising Specialist and Board Director, <i>SG Fundraising</i>	
09.50 - 10.40	SESSION 10 What to measure, what to ignore and how to join the dots RYAN JONES, Digital Strategist, <i>Digital Ninjas</i> // MAISA LOPES GOMES, Head of Digital Fundraising, <i>Cerebral Palsy Alliance</i>	
10.40 - 11.10	MORNING TEA	
11.10 - 11.55	WATTLE/THOMAS <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i>	BROADWAY/JONES <i>Chair: Fiona Atkinson, Content Manager, F&P</i>
	SESSION 11A How to audit your paid media accounts for performance in the age of AI KATE SAUNDERS, Growth marketing Lead, <i>ntegrity</i> // WILL MAWHINNEY, Senior Digital Performance Manager, <i>ntegrity</i>	SESSION 11B Beyond the duopoly: How omnichannel media can power scalable, cost-effective donor acquisition BEN LOTT, Head of Digital, <i>Sanctuary Media Group</i>
12.00- 12.45	SESSION 12A The four journeys every organisation must automate to drive growth in 2026 ROB VAN DER END, CEO, <i>Heartburst</i>	SESSION 12B Hungry for impact: Inside OzHarvest's screen-led, always-on Digital Acquisition engine LAUREN SCHILG, Senior Producer, <i>DTV Group</i> // ORIOL IRRUE, Performance Manager, <i>Sanctury Media Group</i> // CASSANDRA BAILEY, Development Lead, <i>OzHarvest</i>
12.45 - 13.45	LUNCH	

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	WATTLE/THOMAS <i>Chair: Clare Joyce, Content Director, F&P</i>	BROADWAY/JONES <i>Chair: Fiona Atkinson, Content Manager, F&P</i>
13.45 - 1430	SESSION 13A Very Special Kids digital acquisition: An overnight success, two years in the making CARL FAULKNER, Senior Digital Fundraising Specialist, <i>Fundraising Every Day (FED)</i> // CATHERINE ROBERTSON, Fundraising Manager, <i>Very Special Kids</i>	SESSION 13B Retention is not an afterthought - measuring the real ROI of donor acquisition SHANELLE NEWTON CLAPHAM, Creative Director, <i>Parachute</i>
14.35 - 15.20	SESSION 14A Mapping the geography of giving: Why location shapes fundraising performance and how to take advantage of it DAVID HERSE, Founder & CEO, <i>Mapulus</i>	SESSION 14B How to grow your Gifts in Wills pipeline using digital channels EMMA STANBRIDGE, Digital Strategist, <i>Donor Republic</i> // CARRIE FLETCHER, Group Account Director - Events & Digital Teams, <i>Donor Republic</i> // PAULINE VAN, Gifts in Wills Campaign Lead, <i>Lost Dog's Home</i>
1520 - 1540	AFTERNOON TEA	
15.40 - 1625	WATTLE/THOMAS/BROADWAY/JONES <i>Chair: Jeremy Bradshaw, Founder & CEO, F&P</i>	
15.40 - 1625	SESSION 15 Always-on Regular Giving : Should you or shouldn't you? MARK BRACKLEY, Co-founder & Creative Director, <i>Happy Fundraising</i> // REBECCA BOOTH, Head of Fundraising, Communications and Operations, <i>Royal Women's Hospital</i>	
1625 - 1710	SESSION 16 48 hours ago, I set an AI system loose on a real organisation. Here's what it built KAZ McGRATH, Founder & CEO, <i>PLAI - Purpose-led AI</i>	
1710 - 1715	CLOSING REMARKS	CLOSING REMARKS

DAY THREE: Thursday 21 May 2026

FOUR POINTS BY SHERATON - Kensington Room

Chair: Clare Joyce, Content Director, F&P

08:00	REGISTRATION & ARRIVAL TEA/COFFEE
0830 - 1200	MASTERCLASS From experimenting to leading: a day to build your AI strategy KAZ McGRATH, Founder & CEO, <i>PLAI - Purpose-led AI</i>
1200 -1300	LUNCH
1300 -1700	MASTERCLASS (continued) From experimenting to leading: a day to build your AI strategy (continued) KAZ McGRATH, Founder & CEO, <i>PLAI - Purpose-led AI</i>

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