



08h00 – 09h00	Registration				
09h00 – 09h15	Welcome				
09h15 – 10h00	Opening plenary from IFC 2017:– Who’s got the power? Jeremy Heimans Co-founder and CEO, Purpose (USA)				
Room 1			Room 2		
10h05 – 10:45	Fundraising Strategy in 7 Steps	Martin Paul (Australia)	10h05 – 10:45	How Philanthropy is changing in Europe	Chris Carnie (Spain)
10h50 – 11h05	Tea break				
Room 1			Room 2		
11h10 – 11h45	Practical ways to use your data to drive results	Fiona McPhee (Australia)	11h10 – 11h45	Building the board you dream of	Simone Joyoux (USA)
11h50 – 12h30	Fundraising with our thumbs: a look into the future	Paul de Gregorio (UK)	11h50 – 12h30	Fundraising from US Foundations and how LinkedIn can help	Eelco Keij (Netherlands)
12h30 – 13h20	Lunch				
13h30 – 14h15	Building a legacy programme from scratch	Adam Buckles (UK) & Lena Vizy (Netherlands)	13h30 – 14h15	How journey mapping can modernise your fundraising	Michael Johnstone (Canada)
Room 1			Room 2		
14h20 – 15h00	The Essentials of Major Gift Fundraising	Jan Uekermann (Switzerland)	14h20 – 15h00	Crowdfunding 101	Michael Gale (USA) & Kavita Mathew (India)
15h00 – 15h15	Tea break				
15h15 – 16h10	The big (little) difference: Writing for Digital	Tom Ahern (USA)	15h15 – 16h10	Winning as the under-dog: how to win large partnerships	Rob Woods & Ben Swart (UK)
16h15– 17h00	How to raise R10 million in four months through an intensive, multi-pronged, creative fundraising campaign Louise Driver and Chantel Cooper, Children’s Hospital Trust (South Africa)				



FOUNDATION





Chris Carnie – Chairman, Factory (Spain)

Chris works with non-profits across Europe to help them understand philanthropists and foundations. He founded Factory as a research service for fundraisers focusing on major – or ‘strategic’ donors. Today Factory provides consultancy, research, data services, training and publications for the sector. www.factory.com

Martin Paul – Director, More Strategic (Australia)

Martin is one of Australia’s most respected fundraising strategists and presenters. With 25 years of experience in the UK and Australia, Martin has now helped more than 100 not-profits develop effective marketing and fundraising strategies. www.morestrategic.com.au

Fiona McPhee – Fundraising Strategy Director, Pareto Fundraising (Australia)

Fiona is a committed fundraising strategist with a thorough understanding of the needs of fundraising organisations. She has spent the past 11 years working with Pareto Fundraising’s charity partners. Her keen understanding of the donor audience and use of behavioural analytics informs all her strategic work. www.paretofundraising.com

Simone Joyoux – President, Joyoux Associates (USA)

Simone is described as “one of the most thoughtful, inspiring and provocative leaders” in the NGO sector. She’s a consultant in fund development, strategic planning, and governance, and an adjunct university professor. She’s written three books and writes a weekly blog and monthly e-news. www.simonejoyaux.com

Paul de Gregorio – Head of Mobile, Open (UK)

A fundraiser since 1996, Paul has worked on mobile campaigns with many charities and membership organisations to deliver fundraising and campaigning activities that inspire people to take action. Prior to joining Open in 2011, Paul was client services director for a leading UK telephone fundraising agency. www.opencreates.com

Martin Gale (USA) and **Kavita Mathew** (India) – GlobalGiving

Michael manages GlobalGiving’s efforts to grow a network of global do-gooders by helping more world-changing nonprofits join the GlobalGiving community. Prior to GlobalGiving, Michael supported grassroots nonprofits in Latin America as a programme officer with the Global Fund for Children. Kavita helps GlobalGiving increase its reach and impact in India. www.globalgiving.org



FOUNDATION





Mike Johnston President and Founder, hjc (Canada)

Mike has worked with hundreds of non-profit organisations in Canada, the U.S., Europe, Latin America and Asia Pacific. He is an expert in direct response fundraising innovation and integrated fundraising. He's authored two books "The Fund Raiser's Guide to the Internet" & "The Nonprofit guide to the internet". www.hjcnewmedia.com

Adam Buckles Global Legacy Specialist, Amnesty International (UK) & **Lena Vizy** Senior Fundraiser, Amnesty International (Netherlands)

Adam's current role involves working with Amnesty International's country teams to build and establish legacy programmes all over the world. He has over a decade of experience in all aspects of legacy fundraising, and has worked with large and small INGOs to increase their legacy income. Lena joined the fundraising team at Amnesty International Netherlands in 2013. In 2015 she took on the role of Legacy Manager. www.amnesty.org adam.buckles@amnesty.org

Jan Uekermann Community Manager, RaiseNow (Switzerland)

Jan helps organisations reach their fundraising goals, focusing on major gifts and digital fundraising. In 2012 he also co-founded the Major Giving Institute, offering a qualification programme for major gift fundraisers. Jan is an author and vlogger. www.raisenow.com/en

Eelco Keij Director of Fundraising, Radboud University (Netherlands)

Eelco has over 15 years of experience in the international development sector. From 2006 to 2015 he was based in New York, where after working for the UN, he became a fundraising consultant specialising in international grants from US foundations. www.ru.nl/english/ E.Keij@ru.nl

Tom Ahern President, Ahern Communications (USA)

The New York Times called Tom "one of the country's most sought-after creators of fund-raising messages." He specialises in applying the discoveries of psychology and neuroscience to the day-to-day business of attracting and retaining donors. He is an award-winning copywriter and journalist. www.aherncomm.com



FOUNDATION





Rob Woods Director, Bright Spot Fundraising (UK)

Rob is an award-winning trainer, and author of “The Fundraiser Who Wanted More”. He has spent more than 16 years searching for ways to raise more money, more easily. As an independent coach and trainer for ten years, he has helped more than 8,000 fundraisers, directors and trustees. www.brightspotfundraising.co.uk

Ben Swart Head of New Business, NSPCC (UK)

Ben has spent over a decade in fundraising and in the last three years has won several million-pound partnerships for the National Society for the Prevention of Cruelty to Children (NSPCC). He was recently voted on of the 50 most influential fundraisers in the UK and in the “Top 25 under 35”. Ben.Swart@NSPCC.org.uk www.nspcc.org.uk

Louise Driver CEO, Red Cross Children’s Hospital Trust (South Africa)

For the last eight years Louise has held the position of CEO of the Children’s Hospital Trust, funding child healthcare through the Red Cross War Memorial Children’s Hospital. In 2013 Louise won the South African Institute of Fundraising award for Southern Africa Fundraiser of the Year as well as the Resource Alliance 2013 Global Fundraiser of the Year. In 2017 she won the SADAC regional and South African CEO Global award for Africa’s Most Influential Woman in Business & Government.

www.childrenshospitaltrust.org.za

Chantel Cooper Head Fundraising, Red Cross Children’s Hospital Trust (South Africa)

With 24 years’ experience in the sector, Chantel heads up The Children’s Hospital Trust’s Fundraising and Communication team, which uses diversified fundraising and relationship management strategies to meet their R60 million target. Prior to joining the Trust, Chantel was Resource Development Manager for St Joseph’s and before this, Executive Director of Rape Crisis Cape Town Trust. She has spoken at many workshops and conferences and is passionate about sharing her knowledge and skills.

www.childrenshospitaltrust.org.za

You can find a copy of all the presenters’ slides here:- <https://www.slideshare.net/ResourceAlliance/>

