



# Fundraising

An online conference  
for charity professionals

# Now

**Wednesday 29 - Thursday 30 March 2023**

**dsc**  
directory of social change

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**fundraisingnow**

# Day One

## Wednesday 29 March



09.20 – 09.30

### Welcome and opening remarks

George Knight,  
Training Consultant & Conference Chair, DSC

09.30 – 10.30

10.30 – 10.45  
Coffee break

### Panel discussion:

#### Resourcefulness and resilience - How to navigate the cost of giving crisis

Charities are facing a crisis referred to as the cost of giving crisis: the combination of inflation increasing charities' costs and demand for charitable services, while simultaneously decreasing donors' ability to give. The situation for fundraisers seems grim.

Our expert panel will discuss how charities can respond and adapt their fundraising strategy in the face of this crisis, including:

- Impact on regular giving versus one-off giving
- Impact on different fundraising streams
- What potentially still untapped markets are available to charities looking to diversify their funding
- How else can fundraisers up their game to squeeze out the most of their fundraising strategy
- How can fundraisers ensure they and their teams are well-equipped to take on the challenge and avoid ending up over-stretched and disheartened

10.45 – 11.30

11.30 – 11.45  
Coffee break

### Trend watch:

#### A look to the future

Learn more about three exciting fundraising trends in 2023 with these short and sweet 10-minute presentations:

- **Payroll/flexible giving:** easy to set up and ideal during the cost-of-giving crisis – what is not to like?
- **Gaming for Good:** You've probably heard about it, but do you know how it works?
- **Social investment:** little talked about and often misunderstood – could it be for you?

11.45 – 12.30

12.30 – 13.30  
Lunch Break

### Embedding innovation in your fundraising culture

Many fundraising teams wish to implement innovative strategies, but there are often a range of obstacles preventing them from getting started: from pressure to meet existing fundraising goals and limited resources, to a lack of ideas and direction.

Learn from fundraisers who have successfully embedded a culture of innovation into their fundraising strategy and organisational culture. They will share examples, best-practice and lessons learned from their own innovation journeys, helping you to get started with yours.

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## Further speakers to be announced shortly

## Digital fundraising

## Best-in-class case studies

## Fundraising 101

13.30 – 14.30

### Breakout Round One

14.30 – 14.45 Coffee Break

#### Keeping up to date with social media

This is an advanced social media session aimed at those in digital fundraising or specialist social media fundraising roles, or generalists looking to deep dive into some more advanced topics.

#### Developing a successful corporate partnership strategy – a case study

Join this session to hear a brilliant example of a corporate partnership programme that delivers excellent results for the charity. This session will take you from the initial planning stage and best ways to approach prospects, through to the reporting of the results achieved and will provide key takeaways and lessons learnt for your own corporate partnership strategy.

#### Fool-proof fundraising strategy

Just like a well-designed house starts with a blueprint, successful fundraising starts with a strategy. In this session we will look at the essential components of a fundraising strategy. Keeping in mind both the productivity of fundraising and the wellbeing of everybody involved, we build a strategy to guide us. You will leave equipped with the right tools to start considering your own strategy.

George Knight, Training Consultant, DSC

14.45 – 15.45

### Breakout Round Two

15.45 – 16.00 Coffee Break

#### Can a Google Ad Grant help with fundraising?

Details to follow shortly

Jason Williams, Charity Marketing Consultant

#### Successful social media campaign – case study

Stay up to date with some of latest campaigns and viral challenges in the charity world. In this session, we will look at a standout example of a successful social media charity campaign that used social media to creatively convey their message. The session will provide key takeaways and lessons learnt for your own fundraising and include time for Q&A with the audience.

#### Proposal writing basics

Better proposals, more success. This session will point you in the right direction. We will look at writing skills tips and learn how to create effective proposals that meet the expectations of grant makers. In only one hour, we will cover the basics of presenting a compelling case for your project, demonstrate the potential impact it will have, and provide solid budget plans and metrics for evaluating your progress.

George Knight, Training Consultant, DSC

16.00 – 16.45



#### Rethinking donor loyalty

Understanding supporter loyalty is key for fundraisers and investing in understanding existing supporters' loyalty can often be as efficient for charities as investing in acquiring new donors. But new research challenges some of the common assumptions the sector has about donor loyalty and retention. In this session we will look at the findings from this research, trends in donor loyalty and retention. What does it mean for your fundraising programmes and how can you use these insights to increase donor loyalty?

16.45

Close of conference day one

# Day Two

## Thursday 30 March



09.45 – 09.55

### Welcome back – Introduction to Conference Day Two

George Knight,  
Training Consultant & Conference Chair, DSC

Staying up  
to date

Developing your  
funding sources

Ways to  
connect

10.00 – 11.00

Breakout Round Three

11.00 – 11.30 Coffee Break

### Framing – the ethics of storytelling

Is it ethical to share distressing images and stories of service users in order to raise funds to help them? The age-old debate about ethical framing has recently intensified again, but a new way of thinking to the debate has emerged: what if charities actively include service users in the creation of fundraising materials, giving them agency and a voice in how they are portrayed? Join this session and debate with speakers and your peers.

### Engaging Gen Z on TikTok

Gen Z giving makes up an increasingly big share of donations in the UK and has become a crucial source of income for many charities. This session will look at Gen Z's core values, preferences and behaviours as donors. Focusing on TikTok as a key platform for Gen Z engagement, you will learn how to reach this donor generation best:

- Reaching out to Gen Z
- Creating the content that works on TikTok
- Technical basics of TikTok

### Email marketing that cuts through the noise

Email marketing done right remains one of the most affordable, consistent and effective channels to reach supporters for charities. Sounds great - until you try to come up with an engaging subject line. Join this session to get practical tips, ideas and inspiration on how to write effective marketing emails every time:

- Timing and frequency
- Email list segmentation
- Tips and tricks for better click-through and conversation rates

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**Further speakers to be announced shortly**

11.30 – 12.30

## Breakout Round Four

12.30 – 13.30 Lunch Break

### Challenging stereotypes - Engaging minority donor groups

“Dorothy Donor”, the stereotypical elderly, female, white charity supporter, still prevails on many fundraisers’ minds. Meanwhile, minority communities remain overlooked as potential donors due to a lack of understanding, know-how or interest in addressing the issue. How can we overcome the stereotypes and achieve genuine long-term engagement of minority donor groups:

- Unique needs and preferences as donors
- Sustainable engagement approaches and strategies
- Forging a genuine connection beyond the money

### Securing funding of core costs

At DSC, we believe the term Core Costs implies that these costs can be cut, which they cannot. In this session, we will explore new ways of talking about funding our services and how to differentiate your funding as well as creatively cost your projects to overcome some of the challenges:

- Learn creative ways to cost applications
- Consider the language used to describe our “costs”
- Understanding of the balance between fundraising and service delivery

George Knight, Training Consultant, DSC

### Compelling direct mail campaigns

Old is gold – direct mail fundraising is still one of the most effective fundraising channels charities can use to raise vital income. But what are the attributes of a compelling direct mail campaign and what promises most success? We’ll look at various aspects including the specific strengths and possibilities of direct mail, multi-channel integration, consistent branding, and target audience identification.

13.30 – 14.30

## Breakout Round Five

14.30 - 15.00 Coffee Break

### Why is everyone suddenly talking about legacy fundraising?

Legacy income is predicted to grow and keep growing over the coming years. This session will look at the current state and underlying drivers of the legacy market in more detail and provide a sector forecast for the years to come. We will then discuss how this income stream can provide efficient, reliable and stable funding for charities, even during challenging times for fundraisers as we experience them today.

### Seven ideas for fundraising on a shoestring

Small charities with limited resources often face difficulties when it comes to fundraising, with many of the larger charities seemingly receiving the majority of grants and donations. This session will look at what small charities can do to improve their chances of obtaining funding and fundraise on a shoestring budget, from helpful free resources and ideas to reach new audiences.

### Communication skills for legacy fundraisers

A reliable long-term source of income, legacy and in-memory fundraising is worth the effort for charities. This session will give you the right communications skills to either get started or improve your existing legacies programme:

- Identifying the right audience and channels
- Language, tone and voice
- Digital communications and media
- Sustaining engagement

Dr Claire Routley, Consultant, Legacy Fundraising

15.00 – 16.00

## Breakout Round Six

### Income diversification

Recent events such as the pandemic and cost-of-giving crisis have highlighted the dangers for charities of relying too much on one or very few income streams. It comes as no surprise that diversifying income is a key priority for many charities in 2023. This session will look at how to:

- Assess your current income streams and associated risks
- Identify unique income-generating opportunities for your organisation

### Starting a major donor programme

Is developing major donor fundraising on your radar but you’re not sure where to start? This is a practical session on how to set out and start a major donor programme from scratch or turn the occasional major donor into a proactive major donor programme. Join this session to learn how to get it right from the beginning and take away concrete action points to start your own major donor programme.

Joel Voysey MCIOF(Cert), Fundraising & Income Generation Consultant

### Creating stronger relationships with grants funders

Grant funders receive far more funding applications than they can support at the best of times. In such a competitive environment, proactive relationship management of new donors and thoughtful stewardship of existing ones can make all the difference to your trusts pipeline. So what can you do to create and maintain stronger and longer-lasting relationships with your grants funders?

16.00

### Price draw, wrap-up and close of conference

George Knight, Training Consultant, DSC