



FUNDRAISING FORUM 2019






21-23 August, Sofitel Sydney Wentworth

PROGRAM OVERVIEW

Conference Partner

paretofundraising

DAY ONE: Wednesday 21 st August									
7:30am	Registration & arrival tea/coffee								
8am - 10am	<p>ADELAIDE ROOM</p> <p>SESSION 1 - Masterclass 1</p> <p>How to take your regular giving to new Heights</p> <p>HARVEY MCKINNON, <i>President, Harvey McKinnon Associates, USA</i></p> <p><i>Sponsored by</i></p> <p>paretofundraising</p>								
10am - 10:30am	Morning tea								
10:30am - 12noon	SESSION 2 - Masterclass 1 (cont.)								
12noon - 1pm	Lunch								
1pm - 3pm	<p>ADELAIDE ROOM</p> <p>SESSION 3 - Masterclass 2</p> <p>The fundraiser's guide to irresistible donor communications</p> <p>JEFF BROOKS, <i>Fundraisingologist/Coach/Moceanic, USA</i></p>								
3pm - 3:30pm	Afternoon tea								
3:30pm - 5pm	SESSION 4 - Masterclass 2 (cont.)								
DAY TWO: Thursday 22 nd August									
8:15am - 9am	<p>Arrival tea/coffee <i>Coffee cart sponsored by</i></p> <p style="text-align: right;"></p>								
	MELBOURNE/SYDNEY ROOMS								
9am - 10am	<p>SESSION 5</p> <p>11 questions every donor asks and the answers all donors crave</p> <p>HARVEY MCKINNON, <i>President, Harvey McKinnon Associates, USA</i></p> <p><i>Sponsored by</i></p> <p>paretofundraising</p>								
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	<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">MELBOURNE/SYDNEY ROOMS</th> <th style="width: 50%;">PERTH ROOM</th> </tr> </thead> <tbody> <tr> <td>SESSION 6A</td> <td>SESSION 6B</td> </tr> <tr> <td> <p>6A.1</p> <p>Oxfam keeps on trailwalking with diversified product and new retention strategies</p> <p>ANNA WEMYSS, <i>Events Fundraising and Marketing Manager, Oxfam Australia</i></p> </td> <td> <p>6B.1</p> <p>Rejected pledge payments - no longer a nightmare at the Smith Family</p> <p>DYLAN ROSE, <i>National Manager Customer Experience & Supporter Operations, The Smith Family</i></p> </td> </tr> <tr> <td> <p>6A.2</p> <p>Donor Development - the best of the best ... and how they do it</p> <p>ALLEY MURRAY, <i>Director - Membership & Fundraising, The Wilderness Society Australia</i></p> <p>// JONATHAN STOREY, <i>Fundraising Director, Environment Victoria</i> // TBA, <i>International Fund for Animal Welfare</i></p> </td> <td> <p>6B.2</p> <p>How to maximise giving through your web donation pages</p> <p>SHANELLE NEWTON-CLAPHAM, <i>Founder & CEO, Parachute Digital</i></p> </td> </tr> </tbody> </table>	MELBOURNE/SYDNEY ROOMS	PERTH ROOM	SESSION 6A	SESSION 6B	<p>6A.1</p> <p>Oxfam keeps on trailwalking with diversified product and new retention strategies</p> <p>ANNA WEMYSS, <i>Events Fundraising and Marketing Manager, Oxfam Australia</i></p>	<p>6B.1</p> <p>Rejected pledge payments - no longer a nightmare at the Smith Family</p> <p>DYLAN ROSE, <i>National Manager Customer Experience & Supporter Operations, The Smith Family</i></p>	<p>6A.2</p> <p>Donor Development - the best of the best ... and how they do it</p> <p>ALLEY MURRAY, <i>Director - Membership & Fundraising, The Wilderness Society Australia</i></p> <p>// JONATHAN STOREY, <i>Fundraising Director, Environment Victoria</i> // TBA, <i>International Fund for Animal Welfare</i></p>	<p>6B.2</p> <p>How to maximise giving through your web donation pages</p> <p>SHANELLE NEWTON-CLAPHAM, <i>Founder & CEO, Parachute Digital</i></p>
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10:30 - 11:15am									
11:20 - 12:15pm									

12:15pm-1:15pm	<p style="text-align: center;">Lunch Sponsored by  SUPPORTING THE GOOD YOU DO</p>	
1:15pm-2:05pm	<p style="text-align: center;">MELBOURNE/SYDNEY ROOMS SESSION 7.1 The power of matched giving- boost your appeals by 15% - 50% JEFF BROOKS, <i>Fundraisingologist, /Author/Coach. Moceanic USA</i></p>	
2:10pm - 3pm	<p style="text-align: center;">MELBOURNE/SYDNEY ROOMS</p> <p style="text-align: center;">7A.2 Best practice donor care - what does it actually look like and what is the impact? FIONA McPHEE, <i>Independent Fundraising Consultant</i></p>	<p style="text-align: center;">PERTH ROOM</p> <p style="text-align: center;">7B.2 ACF achieves scale with regular giving digital lead acquisition COBY HAILES, <i>Direct Marketing Manager, Australian Conservation Foundation //</i> ROBERTA ATHERTON, <i>Regular Giving Co-ordinator, Australian Conservation Foundation</i></p>
	<p style="text-align: center;">Afternoon tea Sponsored by  power your passion</p>	
3:30pm - 4:15pm	<p style="text-align: center;">8A.1 What makes mid-level donors different? - Unique research findings RUTH WICKS, <i>Senior Consultant, More Strategic</i></p>	<p style="text-align: center;">8B.1 Environment Victoria kickstarts gifts-in-wills with values-based targeting JONATHAN STOREY, <i>Fundraising Director, Environment Victoria //</i> LENA HERRERA PIEKARSKI, <i>Key Relationships Manager, Environment Victoria</i></p>
4:20pm - 4:50pm	<p style="text-align: center;">MELBOURNE/SYDNEY ROOMS SESSION 8.2 TBA</p>	
4:40pm - 6:50pm	<p style="text-align: center;">Networking Drinks Sponsored by </p>	
DAY THREE: Friday 23rd August		
8am - 8:45am	<p style="text-align: center;">Arrival tea/coffee Coffee cart sponsored by </p>	
8:45am- 9:45am	<p style="text-align: center;">MELBOURNE/SYDNEY ROOMS SESSION 9 Applying the secrets of advocacy fundraising to all causes HARVEY MCKINNON, <i>President, Harvey McKinnon Associates, USA</i></p>	
9:45am-10:15am	<p style="text-align: center;">Morning tea Sponsored by  TELEPHONE - URBANA SINI</p>	
10:15am - 11:10am	<p style="text-align: center;">10A.1 Donor newsletters that sizzle with revenue & retention JEFF BROOKS, <i>Fundraisingologist, /Author/Coach. Moceanic USA</i></p>	<p style="text-align: center;">10B.1 How Plan International made more money by improving supporter contact preferences NICOLA KAUFMAN, <i>Head of Donor Services, Plan International</i></p>
11:15am - 12:05pm	<p style="text-align: center;">10A.2 Fred Hollows future-proofs fundraising with new five-year modelling project NICOLA STEWART, <i>Associate Director, Marketing & Fundraising, The Fred Hollows Foundation</i></p>	<p style="text-align: center;">10B.2 Emerging techniques and technology accelerating donor revenue growth ANDREW SABATINO, <i>Co-founder & Director, Donor Republic</i></p>
	Lunch	

12:05pm-1:05pm		
1:05pm-1:50pm	MELBOURNE/SYDNEY ROOM SESSION 11A	PERTH ROOM SESSION 11B
	11A.1 Digital lead generation lessons from MSF MAGDA KUBICKA, <i>Direct Marketing Manager, Medécins sans Frontières, Australia</i> // MIKE HUTCHINGS, <i>Digital Marketing & UX Specialist, Medécins sans Frontières</i>	11B.1 The long game - Life Flight NZ transforms fundraising through strategic change SEBASTIAN GROD, <i>Marketing & Fundraising Manager, Life Flight NZ</i> KERREN MORRIS, <i>Strategy Director, pareto Fundraising</i>
1:55pm - 2:40pm	11A.2 Face-to face - how to do it inhouse successfully VIREN D'SOUZA, <i>Fundraising Manager, Australia for UNHCR</i>	
2:40pm - 3:10pm	Afternoon tea	
3:10pm - 4:00pm	12A.1 Red Cross calling re-invented through new customer experience approach JENNIFER SHAILER, <i>Customer Experience Manager - Programs & Support, Australian Red Cross</i> // KARL UHRICH, <i>Engagement Manager - Acquisition, Australian Red Cross</i>	12B.1 No more complacency - how Anglicare WA transforms its approach to fundraising TORI ANDERSON, <i>Director Marketing & Philanthropy, Anglicare WA</i> // PAUL BAILEY, <i>Fundraising & Communications Strategist, Amplify Fundraising</i>
4:05pm - 4.55pm	MELBOURNE/SYDNEY ROOMS SESSION 12.2 Emerging practices successfully influencing gifts-in-wills decision-making MARTIN PAUL, <i>Co-founder & Director, More Strategic</i>	
4:55 - 5:00pm	Closing remarks	

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