

Event Program Schedule

25 February 2026

08:30 - 14:00

- Diversifying your Major Gift Donor Base
- From Data Overwhelm to Strategic Impact: Segmentation, Metrics and Analytics for Growth
- Donor Psychology 101: Evidence-based insights to improve your fundraising
- Old dogs, young pups & smart machines: A real fundraisers' AI journey
- The Long Game: Stewardship Strategies for Lifelong Gifts in Wills Engagement

14:30 - 15:30

- Sector Discussion Groups

15:30 - 16:00

- Afternoon Tea in exhibition hall

16:00 - 17:30

- Opening Plenary

17:45 - 19:00

- Welcome Reception in exhibition hall

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07:30 - 08:30

- Breakfast in exhibition hall

08:30 - 09:30

- Seizing the great intergenerational wealth transfer: Engaging with Gen-X and Millennials
- Inward out vs. outward in prospecting: Strategies for accessing your wealthiest prospects
- Could your Gifts in Wills acquisition be the most emotionally powerful expression of your brand?

- Harnessing the power of love in fundraising leadership
- Beyond sign-ups: Using data to maximise fundraising impact (Peer-to-Peer)
- Small charity - small budget - how realistic is best practice fundraising program?
- Case study: Beyond banking – Give where You Live Foundation & Beyond Bank Australia

09:35 - 10:35

- Face-to-face, warts and all: From faking it to making it... A runaway success
- The Josephine Circle @ QIMR Berghofer: Major Gifts for maximum impact
- Evolving a telemarketing program for Gifts in Wills success
- Your impact amplified! Turning fundraising into a team sport
- The wildest of rides: The evolution of the RFDS QLD Community Fundraising Program
- Small charities can dream big and attract big gifts
- Partnering for impact: Working with government and communities to drive transformational change

10:40 - 11:20

- Morning Tea in exhibition hall

11:25 - 12:25

- Let's grow there: Reimagining the ask and impact for lasting donor engagement
- Pain, purpose and philanthropy: The legacy of the Churack family
- Equity Trustees' guide to navigating the intergenerational wealth transfer
- Demystifying AI to lead your organisation from overwhelm to opportunity.
- Reinvention, relevance or retirement: The future of peer-to-peer fundraising
- The power of connection: How mutual aid works for small charities
- Feelings or facts: The data advantage in corporate partnerships

12:30 - 13:40

- Lunch in exhibition hall

13:45 - 14:45

- Plenary Session

14:50 - 15:20

- Afternoon Tea in exhibition hall

15:25 - 16:25

- Solving the puzzle: Inside a target-smashing Giving Day and what might come next
- Why tenure matters: Building trust and success in Major Giving
- Thinking that can influence the future of Gifts in Wills fundraising
- Reflecting our communities - DEI in fundraising recruitment
- Major milestone, major results: How one race rewrote our fundraising playbook
- Fundraising Smarter, Not Harder: How AI Amplifies Impact for Small Charities
- Planning with purpose: Aligning strategy, story and social impact

16:30 - 17:15

- "I Wish I'd Thought of That"

27 February 2026

07:30 - 08:30

- Networking Breakfast in exhibition hall

08:30 - 09:15

- Myth Smashers

09:25 - 10:25

- The art of data persuasion: Storytelling for strategic fundraising impact
- The alchemy of influence: How vision and inspiration cast fundraising magic for a regional community
- Leaving more than memories: Growing Australia's gifts In Wills with an audience first approach
- Lost in translation? How can boards and fundraisers understand one another better?
- Making everything old new again: Reimagining traditional fundraising for the modern donor
- 10 things you must know about fundraising practice

10:25 - 11:00

- Morning Tea in exhibition hall

11:05 - 12:05

- Parallel paths to success: Championing fundraising principles for two breakout campaigns
- Lessons on building enduring partnerships with invitation-only funders
- Blending present and future giving – maximising Gifts in Wills and major gifts
- How to go from portfolio manager to exec in NFP

- Leads, not leashes: How a dog poop bag changed traditional acquisition strategy
- The iconic Poppy Appeal - taking a 100 year old fundraising campaign into the future
- Six steps to doubling tax appeal targets year on year

12:10 - 13:10

- Scaling regular giving online: Navigating complexity to drive growth
- The power of endowments to refresh Major Gift fundraising
- The state of estates - Gifts in Wills trends to watch
- CEO-driven fundraising: The leadership imperative
- Creating your tribe: Building values-aligned communities for your cause
- Marching ahead: How data, digital, and grit made 2025 a record-breaking year
- Demystifying data: A practical guide to analytics in fundraising, and why AI isn't always the answer

13:10 - 14:20

- Lunch in exhibition hall

14:25 - 15:25

- Inside the minds of fundraisers: Exclusive insights from members of The Benchmarking Project
- The love of humanity: Transforming major giving into philanthropy
- Future-proofing legacy: Integrating AI into your gifts in Wills program
- The Power of Female Collective Giving
- Innovation unfiltered: The hits, the misses, and the framework behind them
- How we raised over half a million dollars by breaking the rules of P2P
- Low-hanging fruit you can actually pick: Tried & tested ideas for early-career fundraisers

15:30 - 16:30

- Closing Plenary: Syd Herron Oration

16:30 - 17:30

- Farewell drinks