

19 February 2025

08:00

- Masterclass Registration Opens

08:30 - 14:00

- The Excellent Supporter Experience Hackathon
- Long term strategic growth in a cruel acquisition environment
- A fundraisers guide to getting the most from your greatest asset, your data. Data, segmentation & analytics to monitor, measure & evaluate
- Practical AI skills for not-for-profit success
- The big mistakes and myths of bequest fundraising
- Everything you need to know about mid-value fundraising
- Turbocharge your Major Gifts Fundraising

14:00

- Conference Registration Opens
- Exhibition Hall Opens

14:30 - 15:30

- Structured Networking Sessions

15:30 - 16:00

- Afternoon Tea in Expo

16:00 - 17:30

- Opening plenary Session

17:30 - 19:00

- Welcome Drinks in Exhibition

20 February 2025

07:00 - 18:00

- Registration Opens

07:30 - 08:30

- Networking & Breakfast in Exhibition

08:30 - 09:30

- Fundraising for advocacy – How Anglicare Victoria built a coalition and raised money to lobby government for The Home Stretch policy
- The intergenerational transfer of wealth is coming – how that is handled in the next few decades can reshape our country
- Impact Through Adventures: Fundraising Insights from Inspired Adventures and ShelterBox Australia
- How a focus on culture and collaboration enabled an exciting new initiative
- The Case for Better Practice
- Leveraging AI and Data to Engage Mid-Value Donors for Maximum Impact
- Integrating best practice and bringing our community together for a record-breaking giving day

09:40 - 10:40

- You need extra resources in a small team? Why not!
- A Fundraiser and a Lawyer – What we know about tricky estates
- Decoding peer-to-peer donor behaviour: Research-based recommendations for fundraising success
- The Untapped Universe: Strategies and Insight to engage satellite supporters
- Forging Powerful Corporate Alliances: Building comprehensive engagement plans that resonate across the organisation
- Turning whines into wins! My favourite supporter complaint...
- Emergencies and Cost of Living! The journey to migrate monthly RGs to 4 weekly in a turbulent time

10:40 - 11:20

- Morning Tea in Exhibition

11:20 - 12:50

- How great supporter experiences lead to great fundraising
- Panel Discussion: Breaking Diversity Barriers – The Untold Stories of Fundraisers in Australia
- Unveiling Success: Insights and Benchmarks from the Top 30 P2P Events in Australia and New Zealand
- Crafting Compelling Gifts in Wills Propositions: What the research tells us, putting the theory into practice and some awesome examples to inspire

- Welcome to the wild ride of digital fundraising in 2025!
- Back to the Future of Fundraising: Deciphering Web3, Crypto, and AI
- How to structure a programme that realises the potential of your Major Donors and Key Supporters

12:50 - 14:00

- Lunch in Exhibition

13:00 - 14:00

- Fellows Recognition and Dr Sue-Anne Wallace AM Tribute

14:00 - 15:00

- Plenary Session: A fireside chat with Dan Pallotta (appearing virtually, live from Boston USA)

15:00 - 15:30

- Afternoon Tea in Exhibition

15:30 - 16:30

- Tackling your talk-track: How storytelling can silence your inner critic and change everything
- Funders' perspective: what happens in Trustee meetings?
- The legacy lifecycle: How donors decide to add charities to their Wills and why they remove them
- How to know when to stop a long-term campaign and start a new one
- The art of meeting people where they are: How a multi-touchpoint approach to brand engagement can support fundraising growth
- Panel Discussion: Stream for Change: How three Australian charities are embracing livestream fundraising
- Tail-wagging growth – How Sydney Dogs & Cats Home transformed its fundraising with a solid digital foundation and fresh approach

16:45 - 17:30

- I Wish I'd Thought of That

19:00

- Fundraisers' Gala Awards Dinner

21 February 2025

07:15

- Registration Opens

07:30 - 08:30

- Networking & Breakfast in Exhibition
- Myth Smashers

09:25 - 10:25

- Empowering Nonprofits: A Framework for Transformative Change
- Extraordinary Leadership: Inspiring Teams, Empowering Others and Driving Results
- How Australia's largest domestic charity grew its digital fundraising by 250%+ from \$6.4M to \$22.8M
- Defining systems change – Understanding what it means to different funders for funding success
- The Halo Effect – how genuine silo busting and cross organisation integration increased fundraising and engagement
- Developing an effective partnership – the CEO and the Fundraising Manager
- The Future of Digital Gifts in Wills and the Realisation of Online Wills

10:25 - 11:00

- Morning Tea in Exhibition

11:00 - 12:00

- Beyond The Selfie: Philanthropic Trends Among Generation-Z and Millennial Donors
- Cracking the (FIA) Code: Achieving Best Practice Fundraising
- Who is Johnson & why does my appeal need his box? The origins of Direct Marketing – what actually works & why?
- How to Help a CEO Ask for Major Gifts
- Taking 'Virtual seats' to the next level – creating a Virtual Stadium experience and setting a benchmark in accessibility
- Beyond the Sandbox: Embracing Inclusivity in Gifts in Wills
- It Takes a Village – Rebranding for success

12:10 - 13:10

- Reimagining relationships in pursuit of sustainability
- You can launch a successful regular giving program in 2025, but only if you do something like this...
- From Myth to Mastery: Igniting success in your fundraising events strategy
- The Power of Digital Transformation: Lessons from ACF's MarTech Implementation

- Case Study: Alannah & Madeline Giving Day Strategies, tactics & insights to GROW your Giving Day
- Panel Discussion: Overcoming the challenges facing gifts in Wills fundraisers
- From “Unfundable” to \$1.8 mill in 2 years: my experience as the only Fundraiser on a start-up NFP Board

13:10 - 14:20

- Lunch in Exhibition

14:20 - 15:20

- Getting Started: A Guide to testing and optimising your digital fundraising campaigns
- Innovate for impact: How to use data, innovation, and creativity to land a winning proposition
- Long Distance Fundraising from Australia: MSF shows how they fundraise in geographically distant and culturally different communities
- Plot twist: Unveiling innovative strategies for mid-value donors
- Running is Booming in Australia: Learn how to leverage this trend to maximise fundraising revenue
- Shifting the dial -The tone of your nervous system: Enhancing outcomes and performance through mind management and practical strategies
- The love-hate relationship with charities: What drives passion and apathy?

15:30 - 16:30

- Closing Plenary Session: Syd Herron Oration with Rochelle Courtenay

16:30 - 17:30

- Farewell Drinks