

# 19 February 2025

## 08:00

- Masterclass Registration Opens

## 08:30 - 14:00

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

## 12:00

- Conference Registration Opens

## 14:00

- Exhibition Hall Opens

## 14:30 - 15:30

- Sector Discussion Groups

## 15:30 - 16:00

- Afternoon Tea in Exhibition

## 16:00 - 17:30

- Opening plenary Session

## 17:30 - 19:00

- Welcome Drinks in Exhibition

## 18:00 - 19:00

- Buddy Program and Solo Attendee Meet-up

# 20 February 2025

## 07:00 - 08:00

- Sydney Cultural Walk

## 07:00

- Registration Opens

## 07:30 - 08:00

- Networking & Breakfast in Exhibition

## 08:30 - 09:30

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

## 09:40 - 10:40

- You need extra resources in a small team? Why not!
- Sponsorships That Stick: Engaging Partners for Long-Term Impact
- Emergencies and Cost of Living! The journey to migrate monthly RGs to 4 weekly in a turbulent time
- Impact Through Adventures: Fundraising Insights from Inspired Adventures and ShelterBox Australia
- The Untapped Universe: Strategies and Insight to engage satellite supporters
- Turning whines into wins! My favourite supporter complaint...
- A Fundraiser and a Lawyer – What we know about tricky estates

## 10:40 - 11:20

- Morning Tea in Exhibition

## 11:20 - 12:50

- Panel Discussion: Breaking Diversity Barriers – The Untold Stories of Fundraisers in Australia
- Back to the Future of Fundraising: Deciphering Web3, Crypto, and AI
- Welcome to the wild ride of digital fundraising in 2025!
- Crafting Compelling Gifts in Wills Propositions: What the research tells us, putting the theory into practice and some awesome examples to inspire
- How great supporter experiences lead to great fundraising
- Unveiling Success: Insights and Benchmarks from the Top 30 P2P Events in Australia and New Zealand
- 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**

- FIA 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
- Panel Discussion: Stream for Change: How Australian charities are embracing livestream fundraising
- 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
- Funders' perspective: what happens in Trustee meetings?
- The art of meeting people where they are: How a multi-touchpoint approach to brand engagement can support fundraising growth
- 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 - 23:00**

- Fundraisers' Gala Awards Dinner

## **21 February 2025**

### **07:15**

- Registration Opens

### **07:30 - 08:30**

- Networking & Breakfast in Exhibition

### **08:30 - 09:15**

- Myth Smashers

### **09:25 - 10:25**

- Decoding peer-to-peer donor behaviour: Research-based recommendations for fundraising success
- How The Salvation Army grew its digital fundraising by 250%+ from \$6.4M to \$22.5M
- Extraordinary Leadership: Inspiring Teams, Empowering Others and Driving Results
- Defining systems change – Understanding what it means to different funders for funding success
- The Future of Digital Gifts in Wills and the Realisation of Online Wills
- Developing an effective partnership – the CEO and the Fundraising Manager
- The Halo Effect – how genuine silo busting and cross organisation integration increased fundraising and engagement

### **10:25 - 11:00**

- Morning Tea in Exhibition

### **11:00 - 12:00**

- 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
- Beyond The Selfie: Philanthropic Trends Among Generation-Z and Millennial Donors
- It Takes a Village – Rebranding for success
- Beyond the Sandbox: Embracing Inclusivity in Gifts in Wills
- Taking 'Virtual seats' to the next level – creating a Virtual Stadium experience and setting a benchmark in accessibility

## **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...
- The Power of Digital Transformation: Lessons from ACF's MarTech Implementation
- 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
- Case Study: Alannah & Madeline Giving Day Strategies, tactics & insights to GROW your Giving Day
- From Myth to Mastery: Igniting success in your fundraising events strategy

## **13:10 - 14:20**

- Lunch in Exhibition

## **14:20 - 15:20**

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

## **15:30 - 16:30**

- Closing Plenary Session: Syd Herron Oration with Rochelle Courtenay

## **16:30 - 17:30**

- Farewell Drinks Function