



HOSPICE
INCOME
GENERATION
NETWORK

NATIONAL CONFERENCE

27TH – 30TH APRIL 2021



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CONFERENCE 2021 | CHAIR'S WELCOME



I am writing these welcome comments for conference exactly one year to the day from day one of conference last year, 12 March 2020. It's also one year to the day that Boris Johnson announced that COVID-19 was 'now a global pandemic' and 'the worst health crisis for a generation'.

What a year it has been, not only for our professional lives but personally too. I know of many who have had the virus or watched their loved ones battle with it, some of whom didn't make it. To those of you who are bereaved or still suffering, I send you my heartfelt wishes; I have been where you are and I know how you feel. I'm not sure any of us have come through this crisis unscathed but we will survive and grow stronger, of that I am certain.

As professionals we have been through much too, we've had to postpone or cancel events; sometimes with the minimum of notice. We've had to answer to supporters who have questioned our decisions and this has been tough on us all. Our shops have been closed for months on end, yet supporters still leave donations on our doorsteps – no matter how large we make the signs asking them not to! Some of us have had to take furlough or have seen colleagues be made redundant, all to help our hospices to survive financially but brings with it a feeling of uncertainty for the future.

But it's not all been bad. We have been creative, we've launched emergency appeals, we've turned up the dial on virtual fundraising and we've adapted to working from home! Our loyal supporters have given more than they ever have before and, in some cases, we've found new supporters too.



We have made it through so far, and with the vaccine programme in full swing, there is light at the end of the tunnel. The future will look very different, we will take our learnings from this virtual world and create a new hybrid. I'm sure many of us are already planning future activities to cross the physical/virtual divide.

The Hospice Income Generation Network will be with you every step of the way. This year we have offered free membership for every hospice in the UK so we can share our experience, skills and knowledge from Land's End to John O'Groats; and Derry to Great Yarmouth (not such a popular reference, but you see the point I'm trying to make!).

The conference content is bursting with inspiration, information and interest. You will no doubt take many action points back to your hospices so I hope you have pen and paper ready for your notes. Our speakers come from hospices across the UK as well as far and wide across the third sector, and even though they will be presenting to you through your computer screens, I hope you ask as many questions as you would when face to face. Our fabulous platform Airmeet will allow you to raise your hand during workshops and join the speaker on screen to ask your question and you can use the chat function too.

There will be plenty of opportunity to network with your peers in the Lounge and Speed Networking rooms. Please also take the time to speak with our Platinum Partners and Exhibitors – the conference can only take place at such a great price because of the support they give!

This conference is not about you being alone and staring at a screen – this will be interactive and as close to a physical event as we can make it, so please do join in!

I wish you the very best for conference and beyond.

Christine Davies, Chair

CONFERENCE 2021 | WORKSHOP TIMETABLE



TUESDAY 27 APRIL 2021

09.15 - 10.30

WELCOME & PLENARY

Zoe Amar of Zoe Amar Digital

How to keep your team connected through digital

10.45 - 11.45

WORKSHOPS

1A - Dan Fletcher and Emma

Ullmann of Moore Kingston Smith

Fundraising & Management

How Coronavirus has and is changing fundraising as we know it

1B - Jane Curtis of

The Charity Event Specialist

Doing events differently

1C - Emily Grint of Visufund

You can't put that on your website!

1D - Caroline Danks of LarkOwl &

Jane Symmons of Thames Hospice

The Big Gift Playbook

13.00 - 14.00

WORKSHOPS

2A - Jodie Vaughan & Angeline Liles

of Arthur Rank Hospice Charity

Successfully turning a Santa run virtual

2B - Sarah Cash of

Dove House Hospice

Diversification in retail and trading.

From Re-Use Shops and Prison

Workshops to Nursery Schools!

2C - Helen Smith of

Cancer Research UK

Engaging for Life

2D - Peter Watson of Distract

Pivoting A Hospice Through Crisis

14.15 - 15.15

WORKSHOPS

3A - Claire Warner, Charity Culture

and Wellbeing Consultant

Reducing isolation

3B - Jane Montague of

Jane Montague Consultancy

Protecting your Brand

3C - Anthony Hayman & Yitzi Bude of

Noah's Ark Children's Hospice

£2m in 36 hours!

15.30 - 15.45

FINAL WORDS

15.45 - 16.45

SPEED NETWORKING

WEDNESDAY 28 APRIL 2021

09.15 - 10.30

WELCOME & PLENARY

Jonathan Cook of Insight-ful

What a year that was

10.45 - 11.45

WORKSHOPS

4A - Polly Middlehurst of

MFORMEDIA

Smallscreen Masterclass

4B - Alicia Granger of

Alicia Granger Fundraising

Using a project-based approach to secure core funding

4C - Rachel Beer, Fundraising

Consultant, Creative and Trainer

and Michaela Clements and Hannah

Liles of St Catherine's Hospice

Putting supporters first during the pandemic

4D - Robin Osterley of

Charity Retail Association

The role of charity shops in generating income for hospices – and in doing so much more as well

13.00 - 14.00

WORKSHOPS

5A - Stephen George of

Good Leaders

Power of legacy conversations

5B - Zoe Amar of Zoe Amar Digital

The 7 big digital fundraising

questions

5C - Jonathan Cook of Insight-ful

Hospice lotteries - who are our very

best players, how can we identify

them, how can we retain them &

how can we recruit them?

14.15 - 15.15

WORKSHOPS

6A - Rachel Beer, Fundraising

Consultant, Creative and Trainer

and Richard Collings, Digital and

Database Consultant

Fundraising in Turbulent Times

6B - Nick Burne of GivePanel

Why Facebook Challenges are

raising millions

6C - Caroline Waters and Kate

Jenkinson of Legacy Foresight

Virtual and hybrid in-memory events

in a post pandemic world

6D - Sarah Goddard of

Fundraiser Sarah

Sticky storytelling

15.30 - 15.45

FINAL WORDS

15.45 - 16.45

SPEED NETWORKING

**THURSDAY
29 APRIL 2021**

09.15 - 10.30

WELCOME & PLENARY

Richard Docwra

Life – and how to think about it

10.45 - 11.45

WORKSHOPS

7A - Sarah Goddard of

Fundraiser Sarah

Thanking in style

7B - Jane Montague of

Jane Montague Consultancy

Know your Corporate Partnerships

**7C - Sally Swann of MuchLoved,
Jackie Smith of Greenwich & Bexley
Community Hospice & Emma
Bowles of Ellenor**

Maximising In-Memory income from
Tribute Funds

7D - Catherine Shuttleworth of

Savvy Marketing Agency

Changes in shoppers' behaviours

13.00 - 14.00

WORKSHOPS

8A - Geoffrey Barnes of

North East Lincolnshire Council

The Coronavirus pandemic- past,
present and future

8B - Julie Roberts of

More Strategic UK

How to walk in the shoes of your
supporters

8C - Rob Woods of Bright Spot

Transform your corporate pipeline

8D - Paul Banton of Ruddocks

Simply Sustainable

14.15 - 15.15

AWARDS!

15.30 - 15.45

FINAL WORDS

15.45 - 16.45

SPEED NETWORKING

**FRIDAY
30 APRIL 2021**

09.15 - 10.30

WELCOME & PLENARY

Richard Spencer of About Loyalty

How to beat your income and
support targets this year

10.45 - 11.45

WORKSHOPS

9A - Rob Woods of Bright Spot

Harnessing the new possibilities
during and after the pandemic

**9B - Helen Trenchard, Fundraising
strategist, trainer and interim
leader and Katie Mitchell of John
Taylor Hospice**

6 signs of hope for hospice
fundraising

**9C - Claire Warner, Charity Culture
and Wellbeing Consultant**

Hospice Fundraiser Wellbeing -
Oxymoron or Obtainable?

**9D - Colette Norman of Hospice
Lotteries Association (HLA) and
LOROS Hospice and Paula Fogg of
HLA and St Clare Hospice**

Lottery v Raffles. Are they the same?

13.00 - 14.00

WORKSHOPS

10A - Jane Thompson of

St Luke's Cheshire Hospice

Mass participation events in 2021

**10B - Prof. Jen Shang of Institute
for Sustainable Philanthropy and
Sinead Thomas of Children's
Hospices Across Scotland**

How to Love Your Donors During the
Aftermath of Covid-19?

**10C - Clare Sweeney of
Keepace Consultants**

Memories made into lasting legacies

10D - Rob Woods of Bright Spot

Story Telling Techniques That
Inspire High Value Giving

14.15 - 15.15

WORKSHOPS

11A - Julie Roberts of

More Strategic UK

Event Fundraising Success

**11B - Amelia Chambers of
St Barnabas Hospice Lincs and
Stephanie Henderson of Distract**

How to Use Digital Media to Drive
Engagement and Hospice Income

**11C - Mike Bartlett of
Julia's House Children's Hospice**
Top 10 Ways to get your Leadership
Team involved in your major donor
fundraising programme - and why
you need to

**11D - Garry Wilkinson of
Vintage Cash Cow**

Shops Re-thought? Maximising charity
retail income in a post-covid UK.

15.30 - 15.45

FINAL WORDS

15.45 - 16.45

SPEED NETWORKING

CONFERENCE

2021 | TUESDAY 27TH APRIL

PLENARY »

9.15-10.30

How to keep your team connected through digital

Facilitator Name

Zoe Amar

Company

Zoe Amar Digital

Subject area

Legacies and In memory

Audience level

All levels

Plenary description

Fundraisers need to be happy, motivated and feel a sense of purpose to achieve. At a time of huge change, digital expert Zoe Amar will share how to bring your team together by using digital. Find out how to keep your team connected, energised and productive as we transition to the new normal.

Facilitator biography



Zoe Amar is widely regarded as one of the charity sector's leading digital experts. She founded Zoe Amar Digital in 2013. Their clients have included Sense, Anglia Ruskin University and The School for Social Entrepreneurs.

Zoe is Chair of The Charity Digital Code of Practice. She writes for Third Sector about charities and digital issues and co-founded the Social CEOs awards. Zoe and her team produce The Charity Digital Skills Report. She also co-authored The Charity Commission's digital guidance for trustees, 'Making Digital Work.'

Zoe has twelve years' experience as a charity trustee. She currently sits on the board of Charity Digital Trust. She was recently voted one of the 25 most influential charity leaders by Charity Times.

WORKSHOPS »

10.45-11.45

Doing Events Differently

Facilitator Name

Jane Curtis

Company

The Charity Event Specialists

Subject area

Events

Audience level

Intermediate & Experienced

Workshop description

Fundraising events have had their toughest year ever. But you don't need to struggle alone! Doing Events Differently is all about the three areas Events Fundraisers need to get clear on to become more confident, calm and respected and to deliver more effective events throughout 2021 and beyond. Using the Doing Events Differently Framework we will look at your strategy, the skills you need to persuade and influence the decision makers and your confidence. Not mastering these areas could keep your events and you stuck from reaching their true potential. Attendees will feel more in control of their events programmes and ultimately find out how to raise more money from events in now and in the future.

Facilitator biography



I'm the Founder of The Charity Event Specialists, a trainer, mentor and coach. Over the past 21 years I have created and managed successful events fundraising strategies and programmes at a variety of national and international charities and been responsible for raising millions of pounds of unrestricted income.

Today, I support numerous charities and hundreds of fundraisers in helping them innovate, build resilience and evolve their events strategies fit for the future. In 2020 I created The Collective, the first bespoke membership for Events Fundraisers, a low-cost solution allowing charities of all sizes to access bespoke events advice, guidance and training.

www.thecharityeventspecialists.com

WORKSHOPS »

Tue 27 April
10.45-11.45

How Coronavirus has and is changing fundraising as we know it

Facilitator Name

Dan Fletcher
& Emma Ullman

Company

Moore Kingston Smith
Fundraising & Management

Facilitator biography



Dan has worked in fundraising since the mid-90s and has been a consultant since 2011. During his in-charity career he was a director of fundraising at Watford's Peace Hospice, St John's Hospice in London and as a maternity cover at Rennie Grove Hospice Care, a

hospice at home provider. He brings a wealth of experience across most fundraising disciplines and as a consultant advises charities on fundraising strategy and increasing efficiency and effectiveness. Dan has served on various Chartered Institute of Fundraising committees including most recently on its Learning and Educations board sub-committee and as Treasurer for the Cultural Sector Network. He is a trustee of Rethink Mental Illness, and two local charities in Hertfordshire where he lives.

Subject area

Sector-wide content

Audience level

Intermediate & Experienced

Workshop description

Much has changed since April 2020, and much will continue to change as we move toward a post-Pandemic world. This workshop is designed to equip fundraising managers and leaders to understand some of the societal changes, the financial and economic considerations, and the ways that Covid-19 has accelerated changes that have been brewing for some time. We will reflect on these changes and then focus on the implications for charity fundraising, and the hospice world in particular. The workshop will finish up by highlighting opportunities for hospice fundraisers to start implement today.



Emma has 18 years' experience in fundraising and the non-profit sector having worked for a number of charities, varying from the very large (Cancer Research UK, Marie Curie Cancer Care) to smaller charities such as Tommy's, the baby charity, children's mental charity

Place2Be and local regional hospices.

Emma has held senior management and executive positions in her various fundraising roles. She has also been responsible for developing and executing fundraising strategies and achieving consistent growth.

Emma joined Moore Kingston Smith in 2020 as a Senior Consultant. She has a Certificate in Fundraising from the Institute of Fundraising.

"You can't put that on our website!" Why you need to become more comfortable with the concept of In Memory Fundraising

Facilitator Name

Emily Grint

Company

Visufund

Facilitator biography



Emily is an In Memory Fundraising Consultant and co-founder of Visufund, the online visual fundraising platform. She has worked as a fundraiser since 2007, across a range of sectors including healthcare, hospices, arts, education and disability. Throughout her

fundraising career, she has specialised in Individual Giving and In Memory, taking a particular interest in the relationships that can develop between bereaved supporters and their chosen charities.

Emily is currently supporting hundreds of charities and hospices worldwide to maximise their fundraising success by creating engaging interactive visual campaigns, where pictures come to life with donations.

When she's not fundraising, Emily can usually be found making music, baking bread or spending time with her cats.

Subject area

Legacies & In Memory

Audience level

All levels

Workshop description

Nobody likes to talk about death. However, it doesn't go away just because we're not talking about it, and there's no way to avoid it, especially in the hospice sector. In this presentation, we will discuss why you need to be more proactive in your approach to In Memory Fundraising, and how you can do this sensitively. You'll walk away with some practical tips that you can implement within minutes at your hospice that will help you generate IMO donations, and you'll feel a lot more confident about how to respond when someone picks up the phone to tell you that they want to donate in memory of a loved one.

WORKSHOPS » The Big Gift Playbook

Tue 27 April
10.45-11.45

Facilitator Name

Caroline Danks
and Jane Symmons

Company

LarkOwl & Thames Hospice

Subject area

Trust Fundraising

Audience level

All levels

Workshop description

How one hospice's capital appeal secured more than half of their 16 x 6-figure plus gifts from trusts and foundations. We will share tactics for securing big gifts, told trust by trust, case by case. We will show you the power of upgrading existing donors, re-igniting relationships with lapsed donors, using your connections and persevering, hosting events which actually raise money, being flexible, working with people you never expected to and thinking long term. We might even share what didn't work so well! This workshop is for anyone fundraising for large gifts and anyone about to embark on a large scale appeal (particularly a capital appeal).

Facilitator biography



Caroline is a high value fundraising specialist with over 20 years' charity sector experience. She has planned and delivered more capital appeals than she can remember and has raised millions for good causes from trusts and major donors. Caroline runs fundraising consultancy

LarkOwl with her partner and lives in Devon.



Jane has worked at Thames Hospice for 4+ years and as a local it's a cause close to her heart. She's been in fundraising for 15+ years and joined the Thames Hospice team to help create, launch and deliver a £6m capital appeal. Her other job was and still is to lead a major donor team

and ensure sustainable growth for one of the busiest hospice's in the UK.

WORKSHOPS » Case Study: successfully turning a Santa run virtual

13.00-14.00

Facilitator Name

Jodie Vaughan
and Angeline Liles

Company

Arthur Rank Hospice Charity

Subject area

Events

Audience level

All levels

Workshop description

Arthur Rank Hospice Charity's Festive 5K fun run was due to celebrate its 10th anniversary in 2020. Usually the in-person event sees a sell-out crowd of 900 runners take part in a formal 5K route involving road closures and an army of marshals. The Events Team at ARHC turned the event virtual, raised more than any previous year and increased sponsorship by 109%. We'll share the joys and challenges, exploring areas such as listening to supporters, decreasing numbers while increasing value, connecting the event to the cause, and maximising accessibility. Listen in on what we learnt and what we're carrying through to 2021 and beyond.

Facilitator biography

Jodie Vaughan



Jodie is Head of Fundraising at Arthur Rank Hospice Charity. Having spent 14 years in the charity sector in both regional and national roles at the NSPCC and Alzheimer's Research UK, Jodie started at ARHC one year ago, just two weeks before the pandemic hit. Jodie has loved the move into the hospice sector; the openness, sharing of information and support!

Angeline Liles



Joining the fundraising team in November 2019 as the mass-participation Events Officer, Angeline enjoyed adapting the portfolio of events so that supporters old and new could journey with the Charity through 2020. An English Literature

graduate, she loves how an event tells a story and is delighted to have found a place in the fascinating world of hospice fundraising.

WORKSHOPS »

Tue 27 April
13.00-14.00

Diversification in retail and trading. From Re-Use Shops and Prison Workshops to Nursery Schools!

Facilitator Name Sarah Cash	Company Dove House Hospice
Subject area Retail	Audience level Intermediate & Experienced

Workshop description

How can you continue to expand your retail offering when there is no more room for 'standard' charity shops?
Faced with this issue, and not wanting to have all their retail eggs in one basket, Dove House Hospice started to diversify firstly into specialist shops and then upstream into making their own products with a wood recycling business and a workshop in HMP Hull.
Along the way they also opened two nursery schools which now raise an additional £200k net for the hospice each year and have new sites in the pipeline.
Could diversifying be the answer for your hospice too?

Facilitator biography



With the surname Cash, Sarah describes herself as a fundraiser by both name and nature! Her career at Dove House Hospice began as a Community Fundraiser but she soon progressed to Fundraising Manager and then onto Director of Business and Income Development. After completing an MBA at the University of Hull and Extended Diploma in Strategic Management and Leadership at the Chartered Management Institute, Sarah took on the role of Deputy Chief Executive at the hospice and Managing Director of Dove House Trading Ltd.

Pivoting A Hospice Through Crisis

Facilitator Name Peter Watson	Company Distract
Subject area Marketing & Innovation	Audience level Intermediate

Workshop description

In a time of crisis charities much like brands need to look over their whole income strategy. The same old won't do it anymore, and it's down to the internal changemakers to focus their efforts on revolutionising their strategies. During this talk, Peter discusses innovative marketing methods that you can utilise that will change the way in which you do things at your hospice to support the great work you do.
Bring your notepads for a high energy, and inspiring talk.

Facilitator biography



Peter Watson is Managing Director and co-Founder of Distract, an innovative and award-winning marketing agency based in the Cathedral city of Lincoln in the East Midlands.
In 2019, Peter was named as Young Entrepreneur of the Year in the East Midlands.
Distract now serves more than 75 clients across the UK and beyond. The agency now offers paid search, paid social and digital PR services as well as an in-house creative team that encompasses web design and development.

WORKSHOPS » Engaging for Life

Tue 27 April
13.00-14.00

Facilitator Name
Helen Smith

Company
Cancer Research UK

Subject area
Legacies and In memory

Audience level
All levels

Workshop description

Engage and retain – Why we need to plan more for the marriage than we do for the wedding. We will explore how we can engage everyone with the legacy message including front line staff and volunteers. We'll also look at how to keep people engaged for the long-term and not let them lose the connection they have with your hospice when the relationship changes. Relationships that last a lifetime can be hard work but the rewards are high when we get it right.

Facilitator biography



Helen has worked in the third sector for over 30 years and is currently the Senior Manager for Legacy Supporter Engagement at Cancer Research UK. Having worked in many aspects of fundraising, Helen specialises in relationship building with other teams as well as with a wide range of supporters. Helen strongly believes that relationship management is key to all successful fundraising and looks for effective and inexpensive ways to build emotional loyalty.

WORKSHOPS » Reducing Isolation at Manager level

14.15-15.15

Facilitator Name
Claire Warner

Company
Claire Warner

Subject area
Management

Audience level
All levels

Workshop description

The role of Fundraising Manager / Head of Fundraising is one that many of us aspire to and are really proud to hold. But as well as being a really satisfying and challenging (in a good way!) role, it can also be quite a lonely and at times isolating role. Isolation also can occur between Fundraising teams and "everyone else", especially in the Hospice sector. This session aims to offer practical advice, tools and conversation for Fundraising Managers around how to reduce departmental isolation AND isolation of themselves in the Head of the Team role.

Facilitator biography



Claire is a Management Centre and Roffey Park-trained Fundraising Leader, turned Culture & Wellbeing Consultant. Having spent 19 years in Director of Fundraising and Charity Senior Leadership roles, including with 6 Hospices, Claire's own experience of significant ill-health and "unwellbeing" in 2016/17 provided the impetus to change career focus. Now Claire encourages and supports not-for-profit organisations and professionals to recognise the value and benefit of putting culture and wellbeing at their core, and then helps them to do so. Claire offers consultancy for team and organisation-wide culture and wellbeing projects, and coaching and mentoring programmes and courses for individuals. In 2020, she won the Social CEOs Best Digital Leader Award for her wellbeing work in the Charity Sector.

WORKSHOPS »
Tue 27 April
14.15-15.15

Protecting your Brand and understanding VAT on Corporate Partnerships – Boring title but an incredibly important topic

Facilitator Name
Jane Montague

Company
Jane Montague Consultancy

Subject area
Corporate Fundraising

Audience level
All levels

Workshop description

You work incredibly hard to build your brand’s reputation within the community but many are unwittingly giving away this hard won asset without putting safeguards in place to protect it. At the same time, by not understanding and recognising VAT implications of the different corporate relationships, charities are leaving themselves wide open to HMRC coming in and potentially taking 20% of corporate income stream. Jane will talk you through the important steps you must take to protect your brand and recognise potential VAT charges so that you can guard against and minimise a HMRC hit. Jane will also try and make this incredibly humdrum topic engaging so you don’t fall asleep and miss all the advice!

Facilitator biography



Jane Montague is a Director of Platinum Partner, Majestic Publications, as well as MD of her own consultancy, Jane Montague Consultancy, where she helps charities around the UK develop their corporate relationships and strategies. Working with, in the main, hospices for the last 20 years, Jane has become a recognised specialist in charity brands, Commercial Participation and other corporate partnerships, helping her clients to ensure that they are compliant with charity law and protecting their brand. Known for her humour and straight talking, Jane also makes it her business to try and support the charities that she works for, taking on a number of charity challenges each year to help them raise money. Her husband ensures that the life assurance policies are up to date.

£2m in 36 hours!

Facilitator Name
Anthony Hayman
Hospice
and Yitzi Bude

Company
Noah’s Ark Children’s

Subject area
Our campaign covered most of the subjects below – it was whole team

Audience level
All levels

Workshop description

In November 2020 Noah’s Ark Children’s Hospice ran a matched funding campaign which raised £2m in 36 hours – the most successful fundraising initiative in the charity’s history. Hear from Noah’s Ark’s Director of Fundraising & Communications how the campaign was pulled together in super quick time and the learnings the charity have gained through the experience.

Facilitator biography



Anthony Hayman was appointed Noah’s Ark Children’s Hospice’s Director of Fundraising & Communications in July 2020, having previously been the charity’s Assistant Director and Head of Major Giving. At Noah’s Ark Anthony led the charity’s £13.5m Building The Ark Appeal. Anthony previously helped to found the charity Action Against Cancer and raised £4m in three years as its sole fundraiser.



Yitzi – As a young boy, my father instilled in us that charities are the backbone of society, and without our vital charities society would not be able to function. My father was a lawyer, and was involved as a trustee, and worked pro bono for many charities. This instilled in me from a young age the importance of the fantastic work that charities do. Whilst helping fundraise a few years ago, I noticed how difficult it was for charities to raise money, so I created charityextra, a fusion of all types of fundraising ideas. I will let the numbers talk for themselves, since we started 18 months ago, we have raised for over 200 charities, over £75 million pounds!

15.45-16.45 »

Speed Networking

CONFERENCE

2021 | WEDNESDAY 28TH APRIL

PLENARY »
9.15-10.30

What a year that was. How has COVID-19 changed people's reasons for supporting Hospices?

Speaker Name
Jonathan Cook

Company
Insight-ful

Plenary description

One year ago everything changed; all the plans hospices had for their fundraising were thrown out of the window. Now we're just getting back on our feet, how has COVID-19 change our supporters?
What do our supporters want in this new World?

Facilitator biography



Jonathan Cook is a fundraising and supporter insight specialist. He is really interested in understanding why people support and give to charities. With two decades working in fundraising, he launched Insight-ful in 2012 and has recently worked with Martin Lewis (Mr Money Saving

Expert) the World Health Organisation and some of the charities behind NHS charities together.

WORKSHOPS »
10.45-11.45

Smallscreen Masterclass

Facilitator Name
Polly Middlehurst

Company
Communications Expert from MFORMEDIA

Subject area
Simple smallscreen skills to make you look like a pro

Audience level
All levels

Workshop description

How to look and sound like an on screen-pro and improve your in-vision confidence using a few insider TV tricks including: flattering framing/bold lighting/good casting/optimised backgrounds/improved body language/ an 'easy' voice tone and being aware of non-verbal cues. Also vital tips on how to land, not crash land, your company messaging.

Facilitator biography



You may or may not recognise Polly Middlehurst as a familiar face on Sky News, where she fronted live rolling news for 20 years, covering everything from politics to pop music.

Showing others how to maximise their time on camera and moving into media training has been an easy transition while still presenting on TV for global news outlets. Polly now media trains senior politicians, industry CEOs, Britain's ambassadors at the Foreign Office, senior commanders within NATO as well as at Public Health England. Commercial sector clients include Hewlett Packard, Hilton Hotels, Ernst & Young, and The Wellcome Trust.

WORKSHOPS »

Wed 28 April
10.45-11.45

Using a project-based approach to secure core funding

Facilitator Name
Alicia Grainger

Company
Alicia Grainger Fundraising

Subject area
Trust Fundraising

Audience level
Beginner and Intermediate

Workshop description

Securing core funding is the top priority for every organisation but how do you make sure that grant funding is really helping towards that priority? In this session, we'll look at a variety of techniques you can use to package your core work into projects and maximise the amount of core funding you secure from trusts and foundations. Using real life examples, I will share:

- why it's all about the numbers
- how to package up your core activities into projects – 3 proven techniques
- the ONE essential technique to make sure you're covering your core costs in every application.

Facilitator biography



Alicia is a fundraiser and qualified project manager with 18 years' experience in corporate, statutory and trust fundraising. In that time, she has secured funding for and managed 6-figure projects at a variety of local and national charities. Through training, workshops, mentoring and bid-writing, Alicia now helps charities to write better, more successful applications and raise more money through grant fundraising. In 2018, Alicia set up the Trust Fundraising Hub in 2018, a Facebook community now supporting over 4,000 trust fundraisers.

Putting supporters first during the pandemic

Facilitator Names
Michaela Clements,
Supporter Development
Fundraising Manager

Company
St Catherine's Hospice,
West Sussex and East Surrey

Hannah Liles,
Supporter Acquisition
Fundraising Manager

Rachel Beer,
Fundraising Consultant,
Creative, and Trainer

Subject area
Sector-wide content

Audience level
All levels

Workshop description

During the pandemic, St Catherine's Hospice decided it was important to focus – more than ever before – on the wellbeing of their supporters, to ensure the organisation's need, and requests, for funds did not feel like relentless pressure on their supporters to give more, with no consideration of their needs.

This led St Catherine's to take a very different approach to its fundraising than it had done previously.

This session will look at the overarching strategy the charity was guided by during 2020, the campaigns and activities they ran, and the record-breaking results they achieved, as well as the feedback they received from the people who inspired them, and stood by them, during a very challenging year – their amazing supporters.

Facilitator biography

Hannah Liles
Supporter Acquisition Fundraising Manager



Hannah has experience across a broad range of fundraising disciplines, including challenge and mass participation events, community fundraising, individual giving, lottery, and in memory giving. In her 4 ½ years at St Catherine's so far, she has designed and led on successful new fundraising initiatives, including chartering the Belmond British Pullman for an exclusive St Catherine's trip of a lifetime, and the HeART to Heart

Trail – which won the Hospice Income Generation Network's 2019 Event of the Year Award.

Hannah now works closely with colleagues at St Catherine's to ensure the charity achieves the optimal long-term return on investment from its supporter acquisition activities, by focusing its budgets effectively and delivering the best possible supporter experience.

Michaela Clements

Supporter Development Fundraising Manager



Michaela studied languages, before volunteering at a charity her family set up in memory of her cousin, which sparked her interest in a career in the sector (in addition to her work at St Catherine's, she is also proud of helping to raise £50k for local children with additional learning needs).

Michaela joined St Catherine's as a Fundraising Assistant, later moving into the Events team, and then specialising in Challenge Events from 2016, where she set up a successful overseas trekking programme, and developed and delivered excellent donor stewardship for challenge events, creating long-standing and impactful relationships with supporters.

Rachel Beer

Fundraising Consultant, Creative, and Trainer



Rachel supports charities to scale their income sustainably and achieve more impact. She provides a combination of consultancy support, research and insight, training, and creative services, supporting charities with development of strategy and plans, developing their infrastructure, systems, knowledge, skills, behaviours, and culture, strengthening their brands and fundraising communications for optimal income growth, and identifying and maximising opportunities.

She specialises in developing high-performing fundraising and income generation products, programmes, appeals and campaigns, from concept through to implementation, to attract new supporters and increase income and return on investment from existing supporter bases.

WORKSHOPS »

Wed 28 April
10.45-11.45

**The role of charity shops in generating income for hospices
– and in doing so much more as well**

Facilitator Name

Robin Osterley

Company

Charity Retail Association

Subject area

Retail

Audience level

All levels

Workshop description

We will look at the role charity retail plays in the high street and how it contributes to a vibrant and thriving community. We will use examples of hospices who have benefitted from charity retail, both for income generation and by providing a community hub for hospice users to benefit from.

Facilitator biography



Robin Osterley is CEO of the Charity Retail Association, the UK's only trade organisation representing the interests of charity shops and their parent charities. He has extensive experience in membership associations, having previously spent 16 years as Chief Executive of Making Music, the UK's leading association for amateur musical organisations, as well as a short time as CEO of sports umbrella Supporters Direct. He has a longstanding background in lobbying and advocacy, and has been a representative on numerous Government and industry forums including the Music Business Forum and the board of ACEVO. He was also, with others, responsible for setting up the sector skills council for the creative and cultural industries, CCSkills.

WORKSHOPS »

13.00-14.00

The Power of Legacy Conversations - How to transform your Legacy programme with great conversations

Facilitator Name

Stephen George

Company

Good Leaders

Subject area

Legacies and in memory

Audience level

All levels

Workshop description

We will all know a moment when a conversation changed our world. We spend a lot of energy trying to engage people in gifts in wills, trying to get people's attention, communicating with donors or persuading colleagues to engage and invest in Legacies. It's time to rediscover the legacy conversation. In this session, Stephen will share powerful behaviour change learning through integrated legacy campaigns from all over the world where a powerful conversation strategy has been at the heart. Using TV, digital, events, internal campaigns, new ways to measure legacy marketing and stories from the UK, and other countries, this entertaining, lively, interactive workshop, will help you to embrace the simple concept of conversation to change the world.

Facilitator biography



Stephen George is founder of Good Leaders, a Fundraising and Leadership coaching consultancy. He has over 30 years fundraising experience at all levels in the UK and internationally with organisations such as NSPCC, UNICEF, RNIB, Action on Hearing Loss, Maggie's, Scope and others and is an international speaker, writer, and podcaster. He is a former chairman of Remember a Charity, and a former Vice Chairman of the UK's Institute of Fundraising. He is currently a trustee at CLIC Sargent.

WORKSHOPS »

Wed 28 April
13.00-14.00

The 7 big digital fundraising questions

Facilitator Name
Zoe Amar

Company
Zoe Amar Digital

Subject area
Digital fundraising

Audience level
All levels

Workshop description

We would cover 7 big questions which managers need to answer to move forward with digital fundraising. These are:

1. What's our proposition?
2. What does our fundraising business model look like?
3. How can we innovate?
4. Am I doing enough with our data?
5. How do we know this is what our donors want?
6. How do we make donors feel appreciated?
7. Do we have the right skills on our team?

Each of the 7 questions would cover the principles in these areas, examples and practical tips and advice. This would be a highly interactive workshop style session which gives managers a chance to benchmark their approach in each of the 7 areas and identify actions.

Facilitator biography



Zoe Amar is widely regarded as one of the charity sector's leading digital experts. She founded Zoe Amar Digital in 2013. Their clients have included Sense, Anglia Ruskin University and The School for Social Entrepreneurs.

Zoe is Chair of The Charity Digital Code of Practice. She writes for Third Sector about charities and digital issues and co-founded the Social CEOs awards. Zoe and her team produce The Charity Digital Skills Report. She also co-authored The Charity Commission's digital guidance for trustees, 'Making Digital Work.'

Zoe has twelve years' experience as a charity trustee. She currently sits on the board of Charity Digital Trust. She was recently voted one of the 25 most influential charity leaders by Charity Times.

Hospice lotteries - who are our very best players, how can we identify them, how can we retain them & how can we recruit them?

Facilitator Name
Jonathan Cook

Company
Insight-ful

Subject area
Lottery

Audience level
Intermediate & Experienced

Workshop description

Do you know which group of your lottery players are more likely to stay longer, cancel less and upgrade more?

Within your databases you do have all of the information you need to identify these audiences.

This session will talk you through how to access that information, how to display it, how to understand it and how to action its conclusions.

Facilitator biography



Jonathan Cook is a fundraising and supporter insight specialist. He is really interested in understanding why people support and give to charities. With two decades working in fundraising, he launched Insight-ful in 2012 and has recently worked with Martin Lewis (Mr Money Saving Expert) the World Health Organisation and some of the charities behind NHS charities together.

WORKSHOPS »

Wed 28 April
14.15-15.15

Fundraising in Turbulent Times: a framework to guide your charity

Facilitator Name

Rachel Beer and
Richard Collings

Company

Rachel Beer: Fundraising
Consultant, Creative,
and Trainer
Richard Collings: Digital and
Database Consultant

Subject area

Management

Audience level

Intermediate & Experienced

Workshop description

This strategically focussed session will introduce a 'sense-making' framework which you can use to plot and understand your fundraising journey through the current crisis and from this identify the actions that you took and the practices that you adopted that are worth building on as we move into a new phase of the pandemic.

To bring this to life, we will plot the approach taken by St Catherine's Hospice fundraising team during the crisis to sustain - and in many cases improve - their results, sharing the understanding that they developed through the use of the framework and looking at the changes that they are embedding into their future practice as a result.

Facilitator biography

Richard Collings – Digital and Database Consultant



Richard Collings is an independent digital and database consultant working in the Not For Profit sector, helping organisations with complex operational and fundraising processes find, implement and successfully rollout systems to support those activities.

He has worked with large and small charities for over 30 years helping each of them find the mix of technical, process and culture change that works for their organisation.

Rachel Beer – Fundraising consultant, creative and trainer



Rachel supports charities to scale their income sustainably and achieve more impact. She provides a combination of consultancy support, research and insight, training, and creative services, supporting charities with development of strategy and plans, developing their

infrastructure, systems, knowledge, skills, behaviours, and culture, strengthening their brands and fundraising communications for optimal income growth, and identifying and maximising opportunities.

She specialises in developing high-performing fundraising and income generation products, programmes, appeals and campaigns, from concept through to implementation, to attract new supporters and increase income and return on investment from existing supporter bases.

Why Facebook Challenges are raising millions for Hospices and how you can run one too

Facilitator Name

Nick Burne

Company

GivePanel

Subject area

Events

Audience level

Intermediate & Experienced

Workshop description

Now more than ever people are craving connection... Challenges for good causes do this. They bring people together around a single goal and are an amazing way to offer connection to your supporters and raise money for your charity.

And the glue which holds these challenges together is Facebook Groups.

When you've got hundreds of people in a Facebook Group, doing the same challenge at the same time, something magic happens. They become like a huge sports team. They encourage each other. They drive each other to do more.

In this session you will learn how to use Facebook Ads, Groups and Facebook fundraisers to run a new style of event entirely on Facebook that results in a much higher return on investment.

Facilitator biography



Nick is Founder CEO of GivePanel - a platform that helps over 200 charities manage their Facebook Fundraising including 20 UK hospices.

Nick has worked in online fundraising since 2005, developing digital fundraising strategies which have generated £1 Billion+ in donations for amazing organisations such as UNICEF, LauraLynn's Children's Hospice and GOSH.

WORKSHOPS »

Wed 28 April
14.15-15.15

Virtual and hybrid in-memory events in a post pandemic world

Facilitator Name
Caroline Waters
and Kate Jenkinson

Company
Legacy Foresight

Subject area
Legacies and In-Memory

Audience level
All levels

Workshop description

LUAL, carol services and moonlight walks have long been used to connect in-memory supporters and hospices. But last year these events were suspended during lockdown. This session will explore what has changed over the past year, how have physical events pivoted into virtual events, what has worked and what hasn't? Now that the pandemic is drawing to a close, where next for virtual and hybrid in-memory events? The session will be chaired by the In-Memory Insight team, speaking alongside a panel of hospices, sharing lessons learned and ideas for the future.

Facilitator biography

Kate Jenkinson, Head of In-Memory Consultancy



Kate has been Head of In-Memory Consultancy at Legacy Foresight since May 2017. Before this she was an Associate Consultant, helping to shape the work of the In-Memory Insight Research Programme. Kate spent over 10 years working in charities as a direct marketing, legacy and in-memory fundraising manager before a spell as a strategic planner with the not-for-profit agency

Whitewater, specialising in legacy and in-memory research and strategy. She was a key member of the Our Lasting Tribute team, helping drive some of the sector's ground-breaking thinking on in-memory and tribute fundraising. Kate is author of the Chapter 'Giving In Memory of Others' in the DSC's popular textbook, 'Legacy and In-Memory Fundraising'. She is Secretary of the IOF's Legacy and In-Memory SIG group and a regular speaker on in-memory topics.

Caroline Waters, Research Programme Manager



Caroline is a strategic project manager with a track record in managing successful projects and initiatives from micro to major impact. At Legacy Foresight Caroline supports our varied consortium research programmes and contributes to the successful collaboration of members. Caroline

established the Alumni and Development Office at the University of Suffolk, where she experienced first-hand the impact a legacy and in-memory giving can have on an organisation. She has previously dedicated her career to bringing a University to Suffolk where she formed part of the initial team of three and worked across many key roles during the institution's rapid growth. Leaving a thriving University in a county which has been waiting for over 500 years for one is a proud achievement!

“Sticky storytelling - finding and telling the stories that will stay with your supporters”

Facilitator Name
Sarah Goddard

Company
Fundraiser Sarah

Subject area
Sector-wide

Audience level
Beginner & Intermediate

Workshop description

Our stories are our most important assets. But how do we find and tell those stories organically? Sometimes by the time a pre-written case study reaches us, it's hard to know what were the key things to focus on, or re-tell that story in a beneficiaries own words. In this session, we will look at what makes a story memorable, and what are those moments that will capture our donors hearts and inspire them to give. In this session you'll also learn how to naturally integrate those stories into your communications with your supporters.

Facilitator biography



Sarah is a values-driven Public Fundraising specialist with over 14 years fundraising and leadership experience across community, events and individual giving.

Passionate about the power individuals and communities have in helping charities achieve change, she

specialises in helping smaller and local charities to inspire, empower and motivate their supporters to give and make a difference.

She has previously headed up several fundraising teams, including at several Hospices, and went freelance so she could work with even more great causes. Chair of the CloF Community group and regular public speaker in the sector, Sarah is passionate about upskilling new, junior or sole fundraisers to become the next generation working to change the world.

You can follow her on Twitter and Instagram on @FundraiserSarah

15.45-16.45 »

Speed Networking

CONFERENCE

2021 | THURSDAY 29TH APRIL

PLENARY »

9.15-10.30

Life – and how to think about it

Facilitator Name

Richard Docwra

Company

Life Squared and ChangeStar

Plenary description

Why am I here? What's the meaning of life? How should I live?

Life is complicated. But most of us are given no guidance in how to approach it. Until now!

In this session, Richard will explore some of the big questions of life, from 'What am I?' to 'What does it mean to be alive?'. He will show how we can get the most out of our lives by approaching them in a thoughtful and well-informed way.

It's the perfect start to the day - to stand back from your life for a few minutes and look at the big picture. It could give you a renewed sense of curiosity, direction and passion for life!

Facilitator biography



Richard Docwra is a writer, coach and consultant. He's produced books, guides, podcasts and other publications on a wide range of topics including politics, philosophy and what makes people tick. His books include 'The Life Trap' and 'Modern life – as good as it gets?',

and his articles have appeared in a range of magazines and websites. See richarddocwra.com for more details. Richard also provides consultancy to organisations and movements seeking to change the world for the better. He is the founder and director of fundraising agency ChangeStar, as well as the not-for-profit organisation Life Squared, which helps people navigate the complexity of life so they can live in a happier, wiser and more meaningful way.

Visit www.lifesquared.org.uk to access free resources from Richard and the team.

WORKSHOPS »

10.45-11.45

“Thanking with style - how to give your donors the joy they deserve after they made a gift”

Facilitator Name

Sarah Goddard

Company

Fundraiser Sarah

Subject area

Sector-wide

Audience level

Beginner & Intermediate

Workshop description

In this power-session, we will look at the structure and content of (anonymised) real thank you letters. We'll pull out the amazing golden nuggets, rehash the bits that don't work, and together leave with the knowledge of how to craft a thank you letter or email that will bring joy and “all the fuzzy feel goods” to our donors. Because when a donor feels good about making their gift - they'll want to make more and stand by our charities for the long-term.

Facilitator biography



Sarah is a values-driven Public Fundraising specialist with over 14 years fundraising and leadership experience across community, events and individual giving. Passionate about the power individuals and communities have in helping charities achieve change,

she specialises in helping smaller and local charities to inspire, empower and motivate their supporters to give and make a difference.

She has previously headed up several fundraising teams, including at several Hospices, and went freelance so she could work with even more great causes. Chair of the CloF Community group and regular public speaker in the sector, Sarah is passionate about upskilling new, junior or sole fundraisers to become the next generation working to change the world.

You can follow her on Twitter and Instagram on [@FundraiserSarah](https://twitter.com/FundraiserSarah)

WORKSHOPS »

Thu 29 April
10.45-11.45

Know your Corporate Partnerships – how to identify your Commercial Participators from your Professional Fundraisers and Corporate Sponsors

Facilitator Name
Jane Montague

Company
Jane Montague Consultancy

Subject area
Corporate Fundraising

Audience level
All levels

Workshop description

During lockdown, commercial participator corporate partnerships were being heavily publicised but many corporate fundraisers don't understand the term, nor the Charity Law and Code of Fundraising Practice compliance requirements surrounding this nor other corporate partnerships. Without this compliance and understanding in place, charities are opening themselves up to damaging their reputation and future income. Jane will talk through how to identify the different categories of corporate partnerships and the measures and agreements that need to be put in place to protect the work that you are undertaking.

Facilitator biography



Jane Montague is a Director of Platinum Partner, Majestic Publications, as well as MD of her own consultancy, Jane Montague Consultancy, where she helps charities around the UK develop their corporate relationships and strategies. Working with, in the main, hospices for the last 20 years, Jane has become a recognised specialist in charity brands, Commercial Participation and other corporate partnerships, helping her clients to ensure that they are compliant with charity law and protecting their brand. Known for her humour and straight talking, Jane also makes it her business to try and support the charities that she works for, taking on a number of charity challenges each year to help them raise money. Her husband ensures that the life assurance policies are up to date.

Maximising In-Memory income from Tribute Funds

Facilitator Name
Sally Swann
Jackie Smith
Emma Bowles

Company
MuchLoved
Greenwich & Bexley
Community Hospice
ellenor

Subject area
Legacies & In Memory

Audience level
All levels

Workshop description

MuchLoved, UK's leading tribute fund charity, will share their top tips on making the most of a tribute fund scheme and improving your in-memory income. As a small charity MuchLoved understands the budget and time constraints that hospices often face and share their insights on stewardship and donor support that can be adapted to suit your organisation. MuchLoved will be joined by their hospice partners to talk about how they approach tribute funds and how they steward and care for tribute fund holders, including

sharing best-practice ideas.



Facilitator biography

Over the last fourteen years Sally has been part of the key team working to build and shape MuchLoved into what it is today; the UK's leading tribute fund platform working with over 200 charities. She has a wealth of experience in implementing tribute funds schemes and has been instrumental in building MuchLoved's network of charity and funeral director partners.

Sally will be joined by Jackie Smith of Greenwich & Bexley Community Hospice and Emma Bowles of ellenor.

Changes in shoppers' behaviours

Facilitator Name
Catherine Shuttleworth

Company
Savvy Marketing Agency

Subject area
Retail

Audience level
All levels

Workshop description

What are we thinking?
A presentation on how shopper behaviour has changed in the last year and what we should be planning for in a post pandemic world. We will look at emerging themes and what that might mean for the commercial operations of your organisation.

Facilitator biography



Catherine is the CEO of a successful marketing agency Savvy that works with some of the world's biggest brands, helping them to reach additional customers and sell more. Her business is based in Leeds and London.

Catherine has a passion for retail and shopper behaviour and has become a well known media face and voice. She regularly contributes across the media landscape including Radio 4's consumer programme You and Yours, the BBC news channels, ITV news, Sunday Times, the FT and BBC 5 live even co-hosting morning phone ins with Nicky Campbell. Catherine has a keen interest in the work of hospices having experienced their amazing care and support for her own family and is a supporter of Wheatfields Hospice and Martin House Hospice in Yorkshire.

Some publication companies start with a blank page...

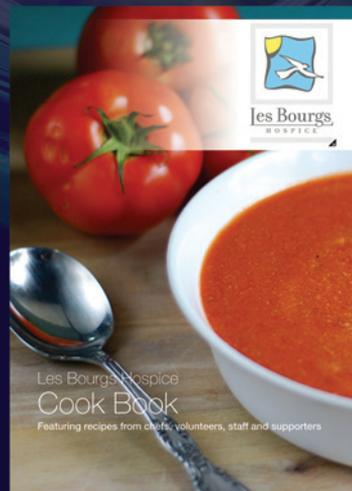
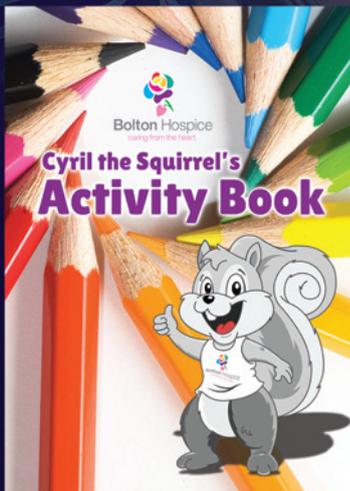
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WORKSHOPS »

Thu 29 April
13.00-14.00

The Coronavirus pandemic - past, present and future

Facilitator Name

Geoffrey Barnes

Company

North East Lincolnshire
Council

Facilitator biography

Geoffrey Barnes has been deputy director of public health in North East Lincolnshire since 2008 having previously worked in senior public health roles in Merseyside, Cheshire and New Zealand. He is a Fellow of Faculty of Public Health with degrees in social policy and social research,

Subject area

Community

Audience level

All levels

Workshop description

The workshop will describe the approach taken to outbreak management and prevention of COVID-19 within the Humber, share some of the epidemiology of the pandemic and how this has differed across the country, identify progress with the vaccination programme and identify the likely future direction of the pandemic and the prospects for returning to 'normal'.

environmental policy and epidemiology. He leads within North East Lincolnshire on health protection, intelligence and surveillance. He is a regular contributor to regional and local TV and radio on the progress of the pandemic in the Humber and beyond.

How to walk in the shoes of your supporters building experiences and engagement

Facilitator Name

Julie Roberts

Company

More Strategic UK

Facilitator biography

With over a decade of experience in the charity sector, Julie is a recognised expert in digital mass market fundraising sphere. She specialises in creating strategies for mass market fundraising, develops strategic consumer insights; conducting broader research projects to develop greater supporter understanding, running focus groups, mystery shopping, benchmarking, and analysis to create peer to peer data insights. She has been responsible for redesigning the strategic direction for many events and leading teams into financial growth. She uses her expertise to help charities maximise their strategic direction, supporter understanding & engagement, embed CX principles and fulfil their peer-to-peer and community online potential.

Subject area

Sector wide content

Audience level

All levels

Workshop description

This interactive session will delve into the world 'customer experience', why this is so important for Hospices and allow you to learn a simple methodology to develop enriched supporter journeys. Creating supporter experiences, are crucial for all supporters that interact with your Hospice. In this session you will be collaborating with others to build a new journey based upon the new methodology you have learnt and key audience insights given to you which will allow your Hospice and supporter reach your desired goals.

Transform your corporate pipeline! How to get more of the right companies to want to talk to you, so you can build more valuable partnerships.

Facilitator Name

Rob Woods

Company

Bright Spot

Facilitator biography

Rob (@woods_rob, www.brightspotfundraising.co.uk) is an award-winning trainer and the author of several books, including The Fundraiser Who Wanted More and Power Through The Pandemic. His podcast, Fundraising Bright Spots has been listened to more than 20,000 times. As an independent coach and trainer for 16 years, he has helped more than 18,000 fundraisers and directors. His clients include Ashgate

Subject area

Corporate Fundraising

Audience level

All levels

Workshop description

Some companies have far greater potential than others, but how do you even get your foot in the door to start the conversation with these companies? Rob shares lots of tactics, with examples, that help you engage and get more conversations with the companies that can make the biggest difference. In this practical, confidence-building session, Rob will share:

- FOUR proven techniques to persuade / inspire your ideal partners to want to talk to you.
- How to harness 'the wealthy cab drivers secret'.
- Practical examples for how to use events strategically to build partnerships.

Hospice, Blythe House Hospice, Demelza Hospice, The Heart of Kent Hospice, Florence Nightingale Hospice and Willen Hospice.

Simply Sustainable

Facilitator Name

Paul Banton

Company

Ruddocks

Facilitator biography

Paul is MD of 130 year old design and print agency Ruddocks, growing it from £1.8m to £3.6m in his 13 years at the helm. Throughout this time Paul has focussed on the values and culture of the business, ensuring everyone is focussed on doing things the right way. This has led to several awards and to attaining accreditations in ISO9001, ISO14001 and FSC accreditation. He is also entering his 6th year as a trustee of St Barnabas.

Subject area

All levels

Audience level

DM and Marketing

Workshop description

Today Paul is talking to you about the work he has done over the last 13 years or so in helping Ruddocks gain and maintain its ISO14001 environmental management systems and sharing knowledge around sustainability both for business and organisations and within the marketing arena.

14.15-15.15 »

Awards

15.45-16.45 »

Speed Networking

CONFERENCE

2021 | FRIDAY 30TH APRIL

PLENARY »

9.15-10.30

How to beat your income and support targets this year

Speaker Name

Richard Spencer

Company

About Loyalty

Plenary description

We believe that what people do is fundamentally driven by how they feel. For example, the likelihood of one of your supporters continuing to donate depends on how they are feeling towards you (and often about life in general!).

In this session, we will share key insights from the results of two major research projects into charity support. These projects measure how supporters are feeling, and quantify how this affects their future likelihood to continue giving.

This session will help you understand which supporter emotions are important to nurture for securing long-term financial support, and how to adapt your communications when there are strong external influencers outside of your control as we've seen over the last 12 months.

Ultimately it's about growing value through growing Loyalty.

Facilitator biography



At About Loyalty we help organisations grow supporter loyalty. We know that supporters with high loyalty are three times as likely to give again, nine times as likely to give more and five times as likely to leave a legacy. Our research and insights show that increasing the three main drivers of loyalty by one point leads to a 5.2% increase in repeat giving the following year. We are passionate about the science underpinning loyalty and turning that into practical and powerful growth and are keen to help the hospice movement benefit from our research and insights.

Richard was the Director for the Commission on the Donor Experience, he has held senior positions at RSPB, Scope and The Children's Society, and has held four trusteeships. He's also a member of the UK's Chartered Institute of Fundraising Supporter Experience Special Interest Group.

WORKSHOPS »

10.45-11.45

Harnessing the new possibilities during and after the pandemic – 5 keys to finding and maximising opportunities in 2021

Facilitator Name

Rob Woods

Company

Bright Spot

Subject area

Management

Audience level

Intermediate and Experienced

Workshop description

The pandemic has radically increased the already fast pace of change. So as leaders of fundraising teams, how can we find the opportunities even in the ongoing challenges? As a trainer and as host of the Fundraising Bright Spots podcast, Rob has been fortunate to interview dozens of creative, shrewd leaders and fundraisers this year. In this practical session, he'll share the 5 elements common to their inspiring examples, including:

- The ONE ESSENTIAL (replicable!) element he's found in every fundraising success story he's studied this year.
- FIVE keys to adapting to the challenges.
- LOTS of examples to help you and your team continue to find a positive way through.

Facilitator biography



Rob (@woods_rob, www.brightspotfundraising.co.uk) is an award-winning trainer and the author of several books, including *The Fundraiser Who Wanted More* and *Power Through The Pandemic*. His podcast, *Fundraising Bright Spots* has been listened to more than 20,000 times. As an independent coach and trainer for 16 years, he has helped more than 18,000 fundraisers and directors. His clients include Ashgate Hospice, Blythe House Hospice, Demelza Hospice, The Heart of Kent Hospice, Florence Nightingale Hospice and Willen Hospice.

WORKSHOPS »

Fri 30 April
10.45-11.45

6 signs of hope for hospice fundraising

Facilitator Name

Helen Trenchard
and Katie Mitchell

Company

Fundraising strategist,
trainer and interim leader
John Taylor Hospice

Subject area

Community, Events and
Corporate Fundraising

Audience level

All levels

Workshop description

2020 was a tough year for Community, Events and Corporate Fundraising, but hospice teams across the UK have unexpected gains during the coronavirus crisis. At every stage of a supporter pipeline, fundraisers have sharpened their practice, expanded their skills and built deeper relationships. In this session we hear them tell their stories, and draw together signs of hope through a simple pipeline framework to help manage your supporters. Join us for tips, inspiration and hopefulness!

Facilitator biography



Helen has been a professional fundraiser since 2005. Now a fundraising strategist, trainer and interim leader, Helen supports a range of local, national and international organisations to grow their income.

She has worked across the fundraising mix, and has a specialism in regional relationship fundraising - she's passionate about

harnessing the power of communities.

Having held senior fundraising roles at Cancer Research UK, Sue Ryder and Alzheimer's Research UK, Helen worked with British Red Cross throughout the Coronavirus pandemic as Interim Head of Fundraising Strategy, responding with colleagues to this unprecedented emergency.

You can find Helen on Twitter @helentrenchard



Katie is Head of Fundraising at John Taylor Hospice in Birmingham. Since 2014, she and her team have tripled the hospice's fundraising income, focusing on delivering a high standard of personalised supporter care.

Having completed her MBA in 2018, Katie is continuing to explore how fundraisers can use customer experience strategies to create an excellent supporter experience. Her background is in supporter-led fundraising at Cancer Research UK and Muscular Dystrophy UK. This experience and her time at John Taylor Hospice led her to consider how academic research from the business world could be used to inform how charities respond to their supporters to improve the experience they have when fundraising.

Katie recently joined the Hospice Income Generation Network national committee and delivers the Institute of Fundraising 'Introduction to Fundraising' in the West Midlands.

Lottery v Raffles. Are they the same?

Facilitator Name

Colette Norman

Paula Fogg

Company

HLA Director and LOROS
Lottery Manager
HLA Events Organiser &
Lottery Manager for
St Clare Hospice

Subject area

Compliance

Audience level

All that are interested in
using this method of
fundraising but do not
necessarily have the
compliance knowledge.

Workshop description

- Exploring compliance within lottery and raffles as a fundraising tool. Providing practical tips.
- We want to use polls within the workshop to access knowledge level and dispel some myths.
- We will have a quiz style exercise.
- Overview of HLA.

Facilitator biography



Colette joined the hospice sector at LOROS, as their Lottery Manager in November 2017. Colette already had close links to the Hospice and a strong admiration for their purpose. Her Mum passed away at LOROS in March 2011 and then her Father-in-law in November 2014.

Before joining LOROS, Colette has a background of over 15 years in event management, volunteering management and people management within government agencies and professional bodies. She has a Bachelor of Arts degree from the University of Birmingham in business management (2002) and is a chartered manager. In September 2018, Colette wanted to carry on her passion for associations and joined the Hospice Lotteries Association Board as a Director, representing LOROS and new members to the sector.



Paula has had a diverse career covering areas such as Events management and Engagement, Contract management and Human Resources. Paula has spent the last 20 years working in the charity sector in various roles, including volunteering for 8 years for a small

charity in patient liaison and project management. Paula has worked for St Clare Hospice as a Lottery Manager since June 2017 where she joined the HLA events team in July 2017 and plays a key role in organising the annual HLA conference.

WORKSHOPS »

Fri 30 April
10.45-11.45

Hospice Fundraiser Wellbeing - Oxymoron or Obtainable?

Facilitator Name Claire Warner	Company Claire Warner
Subject area Sector-wide content	Audience level All levels

Workshop description

The term "Hospice Fundraiser Wellbeing" is one that often raises a wry smile. It suggests a level of balance that not many Hospice Fundraisers I've met have achieved easily. I personally don't believe in using the term work-life balance. To me, the term suggests that work should have equal importance to all other areas of your life combined. I prefer to consider the notion of life-balance, part of which usually includes work but not as equal footing with everything else. In this workshop we will look at the basics of wellbeing, the balance of all of the elements of your life currently; at what your ideal life balance would look like, what the barriers and saboteurs between the current and future state are; and how to transition from one to the other.

Facilitator biography



Claire is a Management Centre and Roffey Park-trained Fundraising Leader, turned Culture & Wellbeing Consultant. Having spent 19 years in Director of Fundraising and Charity Senior Leadership roles, including with 6 Hospices, Claire's own experience of significant ill-health and "unwellbeing" in 2016/17 provided the impetus to change career focus. Now Claire encourages and supports not-for-profit organisations and professionals to recognise the value and benefit of putting culture and wellbeing at their core, and then helps them to do so. Claire offers consultancy for team and organisation-wide culture and wellbeing projects, and coaching and mentoring programmes and courses for individuals. In 2020, she won the Social CEOs Best Digital Leader Award for her wellbeing work in the Charity Sector.

WORKSHOPS »

13.00-14.00

Mass participation events in 2021. Live, virtual or hybrid?

Facilitator Name Jane Thompson	Company St Luke's Cheshire Hospice
Subject area Events	Audience level All

Workshop description

An opportunity to explore traditional mass participation events that form part of the Hospice Income Generation Calendar. Case Studies on events such as The Great Hospice Pudding Day, The Midnight Walk and Woof Mudder. Live, Virtual or a hybrid? The path to recreating popular events in a safe and profitable way.

Facilitator biography



Jane Thompson is the Head of Events at St Luke's Cheshire Hospice and a trustee of Hospice Income Generation Network. Jane has worked for St Luke's Hospice for 20 years and continues to create hospice friendly, mass participation events. Having created the first Midnight Walk, Bubble Rush and Woof Mudder Event, Jane and her team created a successful virtual event in December 2020. The Great Hospice Pudding Day involved a wider, full day experience wrapped around a more conventional challenge.

How to Love Your Donors During the Aftermath of Covid-19?

Facilitator Name Prof. Jen Shang and Sinead Thomas	Company Institute for Sustainable Philanthropy and Children's Hospices Across Scotland
Subject area Data & Direct Marketing	Audience level Intermediate and Experienced

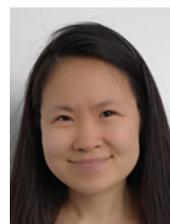
Workshop description

We have not stopped collecting data since the crisis began. Our key learning is that supporters do not feel so good about themselves right now. But there are a LOT of opportunities for us to help them feel better before this crisis ends and to help them restore their sense of well-being. This is an opportunity to build supporter loyalty like we have never seen before. If we want people to choose our charity as the top charity that they will give to in the years to come, then we must be the one charity who makes them feel they are most loved before they make that decision. This session will help you to understand how your donors might be feeling, how you can help them feel better, and what impact this may have on their well-being and their giving in the months to come.

Facilitator biography



Sinead Thomas is the fundraising campaigns manager for Children's Hospices Across Scotland. With previous experience in marketing across both the private and public sectors, since coming to CHAS her focus has been on driving growth through impactful donor-centric fundraising campaigns and innovative approaches to marketing.



Jen Shang is the world's first PhD in Philanthropy. She is also the world's only philanthropic psychologist. Jen has been published in numerous academic journals including, the Journal of Marketing Research, Marketing Science, the Economic Journal, Experimental Economics, Organizational Behavior and Human Decision Processes, Nonprofit and Voluntary Sector Quarterly, and Nonprofit Management and Leadership. Her research has been funded by the Society of Judgment and Decision Making, the National Science Foundation, The Aspen Institute, the Corporation for Public Broadcasting, the Association of Fundraising Professionals, and the Hewlett Foundation.

WORKSHOPS »

Fri 30 April
13.00-14.00

Memories made into lasting legacies

Facilitator Name
Clare Sweeney

Company
Keepace Consults

Subject area
Legacies & In Memory

Audience level
All levels

Workshop description

This workshop recognises the importance of in-memory giving as a gateway, signaling the start of a long-standing relationship, especially when stewarded properly. Individual Hospice's have different policies around contacting people who have lost a loved one, this is examined. Focusing on the link between in-memory giving and legacy gifts, the workshop looks at the proportion of people who give a legacy after having previously given in memory. Examining the 4 types of in-memory motivations, namely, doing the right thing, helping others, helping individual's with personal grief processing and that element of unfinished business.

Facilitator biography



Clare's working priorities changed when she helped set up a charity in 2012. She then joined other organisations to see how it was done across the sector. As a marketing and communications professional turned fundraiser, Clare has delivered talks on working across departments and using your brand effectively. Most recently she has been developing new digital tools for Legacy fundraising. A member of first cohort of FreelanceHER100, a programme launching sustainable businesses in digital, creative, media and technology across Greater Manchester. Clare still delivers fundraising campaigns as a Hospice fundraiser and so has a unique perspective.

Story Telling Techniques That Inspire High Value Giving, Especially Now • FIVE story techniques that are proving more powerful than ever in 2020 and 2021

Facilitator Name
Rob Woods

Company
Bright Spot

Subject area
Major donor

Audience level
All levels

Workshop description

Most fundraisers are aware that stories make a huge difference to our ability to connect and inspire. But doing this in practice is not as easy as it sounds. Rob will share techniques to help you solve the problems, find great content and inspire increased support. This confidence-boosting session includes:

- GROWTH – The technique one leader used to exceed their appeal target by 600%
- MOST COMMON PITFALL – How to avoid the trap that ruins most charity story-telling
- STRUCTURE – The idea Rob learned from a professional story-teller that increased income in one charity by 240%

Facilitator biography



Rob (@woods_rob, www.brightspotfundraising.co.uk) is an award-winning trainer and the author of several books, including *The Fundraiser Who Wanted More* and *Power Through The Pandemic*. His podcast, *Fundraising Bright Spots* has been listened to more than 20,000 times. As an independent coach and trainer for 16 years, he has helped more than 18,000 fundraisers and directors. His clients include Ashgate Hospice, Blythe House Hospice, Demelza Hospice, The Heart of Kent Hospice, Florence Nightingale Hospice and Willen Hospice.

WORKSHOPS »

14.15-15.15

Event Fundraising Success – Focus & Future Insights on how to build back better

Facilitator Name
Julie Roberts

Company
More Strategic UK

Subject area
Events

Audience level
Intermediate & Experienced

Workshop description

This session is for anyone who works or manages event fundraising. With the drastic change of landscape we have seen in this area across the past 12 months, we will be delving into learnings on how to build back better.

More Strategic UK and Blackbaud undertook research from over 500 charities on what drives event success. These insights combined with learnings from global businesses on how to succeed in the next normal will help you understand what are the must have's in your Build Back Better Strategy.

Facilitator biography



With over a decade of experience in the charity sector, Julie is a recognised expert in digital mass market fundraising sphere. She specialises in creating strategies for mass market fundraising, develops strategic consumer insights; conducting broader research projects to develop greater supporter understanding, running focus groups, mystery shopping, benchmarking, and analysis to create peer to peer data insights. She has been responsible for redesigning the strategic direction for many events and leading teams into financial growth. Julie holds a dual role, the Director of More Strategic UK and the Head of Mass Market Fundraising at Pancreatic Cancer UK. She uses her expertise to help charities maximise their strategic direction, supporter understanding & engagement, embed CX principles and fulfil their peer-to-peer and community online potential.



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WORKSHOPS »

Fri 30 April
14.15-15.15

How to Use Digital Media to Drive Engagement and Hospice Income

Facilitator Name	Company
Amelia Chambers	St Barnabas Hospice Lincolnshire
Stephanie Henderson	Distract Digital Marketing Agency

Subject area	Audience level
Marketing, Digital Advertising, Social Media	All levels

Workshop description

Stephanie will take you through the basics of digital media, whilst Amelia from St Barnabas Hospice gives insight on how this means of advertising has worked for them, specifically with recruiting Volunteers, promoting an In Memory appeal which topped £120,000 and this year's Light Up a Life campaign, which became the most successful in its 10 year history for the Hospice.

Facilitator biography



Stephanie manages a wide variety of clients in both the B2B and B2C sectors, heading up campaigns that drive awareness, decision-making and sales. An expert in ROI-driven, strategic marketing, Steph has worked with clients as diverse as the National Education Union on membership accumulation and leading FMCG brands.



Amelia is the Marketing and Communications Manager at St Barnabas Hospice. Within the past 24 months Amelia has worked to transform the Hospice's online presence. Her team at St Barnabas Hospice have seen incredible success, winning national accreditations for social media activity and forward-thinking awareness campaigns.

Top 10 Ways to get your Leadership Team involved in your major donor fundraising programme - and why you need to

Facilitator Name	Company
Mike Bartlett	Deputy CEO, Julia's House Children's Hospice

Subject area	Audience level
Major donor fundraising	Intermediate & Experienced

Workshop description

In this session, Mike will use his experience as a fundraiser, turned major donor fundraising consultant, turned hospice Deputy CEO, to tackle one of the key barriers to successful major donor fundraising, engagement from senior staff and trustees. Often, fundraising staff are left frustrated by lack of support or understanding from senior colleagues, leading to missed opportunities and unsatisfied donors. Mike will explain how important it is to get senior people on board with your major donor fundraising and some of the best ways to achieve this.

Facilitator biography



Deputy CEO at children's hospice, Julia's House. Mike has 20 years' experience in the charity sector, including 10 years leading fundraising teams at health charities and 4 years as a high level fundraising consultant. He is proud to have led wonderful fundraising teams and to have coached and trained hundreds of charity sector staff and trustees in transformational high level giving. Prior to his current role, Mike was Senior Consultant at Money Tree Fundraising, supporting charities to set up and grow their high value income. At Money Tree Fundraising Mike taught over 500 people in the art and science of major donor fundraising and worked with more than thirty charities to transform their major donor fundraising strategy, including multiple hospices.

Shops Re-thought? Maximising charity retail income in a post-covid UK

Facilitator Name	Company
Garry Wilkinson	Vintage Cash Cow

Subject area	Audience level
Retail	All levels

Workshop description

What might the high street look like in a post-covid UK and do charities need to change their retail offering to adapt to this change? How can they think "outside the shop" and does survival depend on charity retail reinventing itself now? What are the opportunities available for charities to maximise their retail income and minimise the quantity of donated items which become waste?

Facilitator biography



Garry is a former hospice Director of Fundraising & Marketing, and former chair of NAHF, who worked in the hospice sector for over 16 years at St Oswald's Hospice in Newcastle and Kirkwood Hospice in Huddersfield. He is an experienced fundraising leader with experience in a wide range of fundraising techniques, including charity retail. In 2015 he completed his MA in Hospice Leadership. He is now using this experience to help charities to raise money by working with Vintage Cash Cow.

15.45-16.45 »

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