



**HOSPICE**  
**INCOME**  
**GENERATION**  
**NETWORK**



**2024 ONLINE**  
**CONFERENCE**

**Programme**

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# WELCOME

Hello and welcome to our fourth Hospice Income Generation Network online conference! We're thrilled to have you with us for three exciting virtual days filled with learning, networking, and inspiration.

Inside this pack, you'll find a detailed schedule of plenaries and workshops, with a handy booklet for jotting down your actions and ideas!

We understand that your days are busy, so we recommend pre-planning which sessions you'd like to attend ahead of time. And don't worry if you can't make it to every session live – we'll be recording them for you to watch back at your convenience.

Over the past year, we've had the pleasure of reconnecting with many of you at our face-to-face networking events and training days. It's been wonderful to see our community come together once more.

We have more exciting events lined up for 2024, so keep an eye out for gatherings happening in your area! You can stay updated with all the latest news and events through our regular members e-newsletter.

Thank you for being part of our vibrant community, and we can't wait to embark on this journey of growth and collaboration with you!

Warm regards,

All of us at the Hospice Income Generation Network

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# TUESDAY 12 MARCH

## 10.45am - 11.45am | Workshop 1

### 9.30am - 10.30am

#### Welcome, Platinum Partner & Plenary

#### Navigating change together: Refocusing fundraising teams for better results

**Welcome:** Teresa Nightingale, Hospice Income Generation Network

**Platinum Partner:** Ash Gilbert, Pebblebeach

**Plenary:** Lucy Day, Human 2 Human Thinking and Katie Greywood, Hospice in the Weald

**Subject:** Leadership and people management

Change is an emotional journey, influencing both our behaviour and performance. As we operate in challenging times, the need to adapt and innovate is paramount, especially in the realm of fundraising. In this joint workshop, we'll explore the importance of acknowledging emotions in navigating change effectively.

Our session will delve into the strategies adopted by two distinct organisations to refocus their fundraising teams for optimal results. Together, we'll discuss the journey of transformation from passionate but scattered efforts to a more focused and efficient approach.

Join us as we share the steps taken, from redefining roles to enhancing financial literacy and improving communication strategies. Our goal is to empower you with practical insights and lessons learned, ensuring your team is equipped to thrive amidst change and uncertainty.

Let's embark on this journey together, celebrating progress and embracing the challenges that lie ahead.

#### Workshop 1A

#### Top tips for a successful and engaging capital campaign

**Speaker:** Ash Gilbert, Pebblebeach

**Subject:** Capital Appeals

As the hospice movement enters its fifth decade, capital projects are becoming increasingly prevalent, featuring terms like 'refurb', 'expansion', and 'build'. For fundraisers, these projects offer a unique opportunity not only to inspire but also to actively engage our community. However, sustaining engagement throughout the process presents a challenge.

Join Ash from Pebblebeach as he navigates the intricacies of developing a robust capital campaign strategy. From effectively leveraging the private phase to incorporating compelling imagery and optimising the direct mail cycle, this session will provide practical insights drawn from hospices like Nightingale and St. Richard's.

Whether you're seeking guidance on maximising your 'foundations' appeal or seeking inspiration for the entire campaign journey, this walkthrough promises both practical tips and creative motivation.

#### Workshop 1B

#### Elevating event success: lessons from two hospices

**Speakers:** James Branson, Ashgate Hospice and Lisa Browning, Hospice in the Weald

**Subject:** Events

Join us for an engaging workshop where we'll uncover the transformative journey of two distinct hospices in maximising the impact of their mass participation events.

Hospice in the Weald's Moonlight Walk and Hospice Run have been instrumental in engaging supporters and bolstering community visibility. However, when considering staff time against return on investment, the financial viability of these events came into question. Determined to make every event truly exceptional, they set out on a mission to enhance quality, experience, and fundraising outcomes.

By reevaluating their event calendars and making strategic decisions, they witnessed remarkable results:

- Moonlight Walk soared from £33k in 2022 to an impressive £160k in 2023.
- Hospice Run achieved its highest fundraising total in its 17-year history, jumping from £65k to £103k.

In this joint session, we'll share the strategies behind our success and our aspirations for further improvement in 2024.

Additionally, delve into the inspiring tale of Ashgate Hospice's Sparkle Night Walk. Against economic challenges, this record-breaking event generated an astounding £317,671, surpassing previous records by over £50,000. Gain firsthand insights into navigating adversity and turning challenges into triumphs, igniting new possibilities for your fundraising endeavours.

Don't miss this opportunity to be inspired and empowered to elevate your fundraising efforts to unprecedented heights!

#### Workshop 1C

#### Partnerships worth paying for

**Speaker:** Andy King, Fireside Fundraising

**Subject:** Corporate fundraising

Two of the hardest questions in corporate fundraising:

1. What do we offer to companies?
2. How much do we ask them for?

We've been in the room as trustees have told us that a certain bank is headquartered near your hospice, so they practically owe you a million pounds. We've felt corporate fundraisers' shoulders go up and refuse to come down.

But have no fear! This workshop is designed to answer both of these questions. By running through a repeatable brainstorming process, you'll work out how to create tailored partnership offers for the companies on your doorstep. We'll then run you through three models you can use to price your partnerships, meaning you go into negotiations strong.

You'll come away confident in your pipeline – and able to price your partnerships.

### 10.30am - 10.45am Break/Networking



### Workshop 1D

## How just a simple thank you can elevate your supporters' experience

**Speaker:** Amy Winehouse, St Clare Hospice

**Subject:** Supporter care

Join us for a heartwarming workshop where we'll share the impact of a simple "Thank You" on supporter experience. In February 2023, St Clare Hospice hosted a Thank-A-Thon, where staff from all areas of the hospice reached out to supporters with gratitude calls. The response was overwhelmingly positive, with nearly 1000 calls made over two days.

Some people were naturally a little suspicious at first, but when we explained to them we didn't want any money, we simply wanted to say thank you, you could almost see their smiles coming down the phone line.

Discover how expressing appreciation can deepen connections and elevate the supporter experience.

### Workshop 1E

## Attracting new individual supporters for sustainable income generation

**Speakers:** Rachel Beer, Consultant and Tom Abbott, St Christopher's Hospice

**Subject:** Strategic planning / supporter acquisition

Charities are operating in an increasingly challenging and complex climate, and many have already been forced to close, or cut back on their services, because their income generation was not diversified, predictable and stable enough to support their operations. Most of these organisations had been relying too much on more unpredictable income sources, and hadn't invested in public fundraising, so didn't have a base of engaged donors to turn to for support.

Growing your base of individual supporters is one of the most reliable ways to future proof your hospice's funding, and ensure you have the sustainable, long-term income to continue supporting people in your communities when they need it.

Join charity sustainable income growth expert, Rachel Beer, and Tom Abbott, Director of Fundraising and Communications at St Christopher's Hospice, for this session designed to help you explore the key factors to consider in your strategic planning to generate the best possible return on the investment your hospice will be making in attracting new individual supporters over the next few years.

This session is for you if you:

- Are working at a hospice that does not have a strong track record of proactive individual supporter attraction activities – particularly individual givers.
- Want to avoid common pitfalls made by many charities.
- Have budget available for new supporter attraction but are not sure how best to allocate it.
- Need to prepare a case for increased investment, want to ensure your logic is robust and you are setting realistic expectations.
- Have already made your donor attraction plans for the year/s ahead and would value opportunity to revisit and reflect on those, so you feel confident you are on the right track and haven't missed anything.

11.45am - 12pm  
Break/Networking



12pm - 12.30pm | Wellbeing

## How playing to your strengths boosts workplace wellbeing

**Facilitator:** Joanna Dew, The Life Coaching Cafe

**Subject:** Wellbeing

Wellbeing creates great work! We often think that wellbeing = rest and time away from work. We do need rest - it is essential. And yet - work itself can boost our wellbeing with a few easy-to-use, daily tools.

One of the easiest tools to apply at work is our strengths. But we often don't know them, reflect on them, or apply them. In this workshop, we will explore a few free strengths tool options for you to use yourself and/or with a team.

We will explore the simplest strengths finder tool there is. And we will then explore your top five strengths and how and why applying these at work can boost your wellbeing and your results.

12.30pm - 1pm  
Lunch/Networking



1pm - 2pm

Afternoon Welcome,  
Platinum Partner & Plenary

## Wow your donors: how to grow major donor income through strategic 'peak moments'

**Welcome:** Rachel Ketola, Hospice Income Generation Network

**Platinum Partner:** Chloe Brine, Donorflex

**Plenary:** Rob Woods, Bright Spot

**Subject:** Major donors

Join us for an inspiring session on how to elevate your major donor income through strategic 'peak moments'. Discover how surprising and delighting your donors beyond their expectations can dramatically increase loyalty and inspiration, especially in the age of social media.

In this energising session, Rob will share lots of examples so that you can adapt these tactics and gain the confidence to implement them yourself. Among other things, you will hear:

- Why certain fundraising moments are MUCH MORE IMPORTANT than others, and how to target them
- EXAMPLES and practical ideas to help you make your proposals, meetings and events with supporters more likely to connect and inspire
- Increased BELIEF that creating wow moments is worth it

## Workshop 2A

**Can you ever have enough data in your database?**

**Speakers:** Jo Davies and Steve Mason, Donorflex

**Subject:** Data and analytics

In this dynamic presentation, Jo Davies and Steve Mason will delve into the intricacies of leveraging your database to its fullest potential for enhancing supporter stewardship and driving successful fundraising campaigns. Drawing upon their extensive expertise in the field, they will share actionable strategies and best practices for effectively utilising your database as a valuable tool for engaging supporters and achieving fundraising goals.

## Workshop 2B

**Angels - Major donor strategic planning**

**Speakers:** April Green, East Cheshire Hospice and Lynne Tait, Deputy Chair of the Major Donor Ambassador Group, East Cheshire Hospice

**Subject:** Major donors

April Green, Philanthropy Manager at East Cheshire Hospice and Lynne Tait, Deputy Chair of the Major Donor Ambassador Group will share the rationale behind the inception of the East Cheshire Hospice Major Donor programme. They will explain the income stream, the five key elements to their successful strategy and how the 'Angel' five-year pledge-giving programme was created.

Since its start in 2015, the Major Donor income stream has raised over £4m funding to support the development of innovative hospice services including the Hospice @Home service, the Coordinated Care service and the expansion of the Dementia Carer Wellbeing service.

April and Lynne will share how the highly effective Ambassador group has been vital to the success of the 'Angel' giving programme.

## Workshop 2C

**Lottery compliance and panel discussion**

**Speaker:** Colette Norman, Hospice Lotteries Association

**Subject:** Lottery

Session on lotteries compliance and panel discussion with other hospices about how recruitment is going:

- Who uses agencies vs in-house canvassers
- Direct Debit systems hospices use
- Other key discussion topics that it would be good for hospices to hear about

## Workshop 2D

**Why striving for high performing teams is a red herring**

**Speaker:** Joanna Dew, The Life Coaching Cafe

**Subject:** Leadership and people management

Join us for an insightful session that challenges the notion of striving for high-performing teams. While it's natural to focus on results in our sector, the pressure to hit targets can be overwhelming. But what if we're looking in the wrong direction?

In this workshop, we'll delve into the three key inputs that truly drive high-functioning teams. By shifting our focus to these crucial elements, we can foster collaboration and effectiveness that naturally leads to high performance. Join us as we explore practical strategies for building these inputs into your teams and achieving sustainable success. Don't miss out on this opportunity to rethink your approach to team dynamics and elevate your fundraising efforts!

## Workshop 2E

**Five step storytelling**

**Speaker:** Andy King, Fireside Fundraising

**Subject:** Marketing and communications

At the heart of fundraising lies the art of storytelling. But crafting compelling narratives that resonate with donors can be challenging. How do you find and shape stories that truly connect with your audience?

In this workshop, we'll guide you through a five-step storytelling process that unlocks the power of emotion and authenticity. Learn how to discover, refine, and share stories that capture the essence of your cause and inspire action.

You'll have the opportunity to draft your own story and discover how to tailor it to your donors for maximum impact. Don't miss this chance to elevate your storytelling skills and make a lasting impression on your supporters.

**3.15pm - 3.30pm  
Break/Networking**

## Workshop 3A

**The compound effect: how to achieve brilliant results by doing small things well**

**Speaker:** Rob Woods, Bright Spot

**Subject:** Personal development

In a world where we often chase the allure of quick fixes and overnight success, it's easy to overlook the power of consistent, incremental improvements. Drawing from nearly two decades of studying fundraising success, Rob will reveal how small, strategic shifts can lead to significant results over time.

Discover the secrets behind the compound effect and learn practical techniques to apply it to your fundraising efforts. Rob will share inspiring examples of fundraisers who have harnessed this concept to grow their income exponentially.

Don't miss this opportunity to unlock the potential of small actions and witness the transformative impact they can have on your fundraising outcomes.

You'll come away with:

- THREE things you can do to make the effect work in your favour
- Real examples that help you believe that small actions add up to a big fundraising results
- The techniques that one fundraiser used to grow high value income from scratch to £2m / year in 5 years.

### Workshop 3B

#### Public speaking made easy!

**Speaker:** Greg Kelly, St Ann's Hospice

**Subject:** Community fundraising / personal development

Insight into the world of public speaking at fundraising events, what are the do's and don'ts, hints and tips and how to empower your audience to believe in your organisation and the work you do.

Many fundraisers do not receive formal public speaking training, and it is something many are wary or even frightened to do. Our experienced Community Fundraiser and Actor/Musician Greg Kelly is delighted to share his extensive knowledge on how to work with a crowd, be confident and fluent in delivering your best speech.

Also importantly, working with and supporting our hospice volunteer ambassadors who face a wide variety of emotions when sharing their stories of hospice care.

### Workshop 3C

#### Pan-island charitable giving: the Jacksons difference – a fundraising drive!

**Speaker:** Cheri Strudwick, Jersey Hospice

**Subject:** Corporate fundraising

Discover how our partnership model with Jacksons Group, spanning four islands, has transformed charitable giving in our communities. We'll delve into the day-to-day workings of this innovative approach across each island, exploring how hospices are fostering local relationships while embracing a wider pan-island collaboration.

Learn how this partnership represents a shift in mindset, moving beyond one-off donations to a commitment of regular giving linked to car sales. Through a match-funding model, Jacksons customers and colleagues have embraced this initiative, elevating the profile of each hospice within the community.

This session showcases the power of strategic corporate partnerships to positively impact local communities over the long term. Gain insights into how similar commitments and support could be applied across different sectors and geographical locations.

Join us as we explore the challenges and opportunities of replicating this success in other product and service settings, and be inspired to make a lasting difference in your community!

### Workshop 3D

#### Understanding giving trends and fundraising KPIs

**Speaker:** Bernard McCabe, Dreamscape

**Subject:** Data and analytics

This session will explore the primary fundraising KPIs that govern donor development and revenue performance, analysing the key traits that separate hospices achieving growth from those experiencing deficits.

During this session, delegates will discover how to measure and manage their fundraising performance metrics, forecast improvements and form a long-term strategic plan for growth.

### Workshop 3E

#### The art of trust fundraising: a toolkit for hospice excellence

**Speaker:** Deanna Wolf, Money Tree Fundraising

**Subject:** Trusts

Join us for an essential session on mastering trust fundraising, whether you're new to the income stream or looking to enhance your current approach.

Led by trust fundraising expert Deanna, this workshop provides a comprehensive toolkit to elevate your trust fundraising efforts, even with limited resources.

Key topics covered include:

- Maintaining & building funder relationships
- How to access institutional knowledge & history (how it relates to trust fundraising)
- What tools & resources you need in place
- How to work with & around Reserves & income levels
- What to, & not to, include in applications
- How to find & qualify new prospects
- Streamlining your processes to achieve more
- What is a case for support, what can it do for you
- Easy ways to monitor, evaluate & report to funders.

With over 21 years of trust fundraising experience, Deanna shares invaluable insights and practical tips to enhance your trust fundraising practice quickly and effectively.

## WEDNESDAY 13 MARCH

9.30am - 10.30am

### Welcome, Platinum Partner & Plenary

#### Charity Super.Mkt

**Welcome:** Tom Abbott, Hospice Income Generation Network

**Platinum Partner:** Jane Montague, Majestic Publications & Jane Montague Consultancy

**Plenary:** Wayne Hemingway & Maria Chenoweth, Charity Super.Mkt

**Subject:** Retail

What have we learned and how it can be applied to hospice retail.

10.30am - 10.45am  
Break/Networking



10.45am - 11.45am | Workshop 4

### Workshop 4A

#### Circular economy and charity retail opportunities: the three Rs

**Speakers:** Margaret Hollings and Carol Morley, St David's Hospice

**Subject:** Retail

Join Margaret and Carol as they delve into the world of circular economy and its relevance to the charity retail sector. While the concept of circular economy is gaining traction, charity retail has been championing the reuse, recycle, and repurpose ethos for over five decades.

In this enlightening session, discover how hospice retail can leverage the principles of the three Rs to create innovative opportunities and contribute to a sustainable future.

### Workshop 4B

#### Brand licensing: why we need to be charging and protecting our names and reputations

**Speaker:** Jane Montague, JMC

**Subject:** Corporate fundraising / brand

Join us for an insightful discussion on brand licensing in the evolving landscape of corporate social responsibility (CSR) and environmental, social, and governance (ESG) initiatives.

Despite companies increasingly prioritising their CSR credentials, many charities remain hesitant to charge their corporate partners for the privilege of displaying the charity's branding.

In this session, we explore the benefits of brand licensing and challenge the prevailing attitudes towards this crucial aspect of reputation protection. Discover how embracing brand licensing can empower charities to leverage their brand equity strategically and foster mutually beneficial partnerships with corporate entities.

Don't miss this opportunity to rethink your approach to brand licensing and unlock new avenues for enhancing your charity's visibility and impact in the corporate sphere.

### Workshop 4C

#### Compassionate connections: engaging with in-memory supporters

**Speaker:** Jutta Kamp, MuchLoved

**Subject:** In memory

Join us for a transformative session designed to elevate your fundraising efforts with proven engagement strategies.

In this session, you'll gain actionable insights, templates, and real-world examples for creating compelling trigger-based email campaigns.

Discover how to unlock audience motivation by exploring methods to capture attention, sustain interest, and foster passion among your engaged donors. Move beyond standard thank-you emails to craft messages that resonate deeply and cultivate lasting commitment.

Enhance your thank-yous by learning to structure trigger emails that not only express appreciation but also spark meaningful connections, making your messages more impactful and memorable.

Understand behavioural triggers for deeper engagement and learn how to motivate donors to take meaningful actions, transforming passive supporters into active advocates.

Benefit from real-world examples tailored to hospice fundraising, and gain inspiration and practical tools to build your impactful trigger-based email strategy.

#### Workshop 4D

### Confident legacy fundraising conversations

**Speaker:** Clare Sweeney, Keepace Consultants

**Subject:** Legacies

Join us for a workshop that delves into the crucial topic of discussing legacies, both internally and externally.

Learn why it's essential for everyone in your organisation to be aligned when communicating about legacies and understand the immense value of gifts in Wills for the hospice sector.

Gain valuable insights from top-line data provided by Smee and Ford, with Keepace consulting for Smee and Ford, offering insights into which hospices are excelling in terms of both the volume and value of legacy gifts.

Discover examples of hospices that have conducted internal training sessions to prepare for reinvigorating their legacy marketing activities. For instance, we'll showcase Hospice in the Weald's campaign from August 2022, where mandatory legacy conversation training was provided to all staff, including clinical and housekeeping teams, in anticipation of launching new marketing materials.

Explore the link between legacies and corporate social value, and understand how integrating legacy conversations into your organisation's culture can drive meaningful impact and support from the local community.

#### Workshop 4E

### Thriving in Uncertain Times – Leading Yourself and Others

**Speakers:** Barry Lewis, JW Training and Caroline Doran, Sarah Tite, Deliver Grow

**Subject:** Leadership and people management

Leading and managing in the current environment presents significant challenges for the sector. More people than ever are experiencing workplace burnout and there is ongoing pressure on charities to do more with less. Creating the environment where you and your teams can thrive is essential for delivering sustainable impact.

This session will explore the current challenges facing charity staff, share tools and approaches that can support you in your leadership and provide practical tips for building effective teams.

Barry, Caroline and Sarah have a wealth of experience in charity leadership, coaching and training that they bring together here to support you to thrive through uncertain times.

#### 11.45am - 12pm Break/Networking



#### 12pm - 12.30pm | Wellbeing

### Mental health awareness and building emotional resilience

**Facilitator:** Barry Lewis, JW Training

**Subject:** Wellbeing

Mental health for many individuals has always been a difficult subject, not just to manage, but even just to talk about. Confidence and courage are key attributes needed to challenge the stigma surrounding this topic.

At the end of this session delegates will be able to;

- Understand what mental health is and recognise common symptoms.
- Define the difference between pressure and stress
- Understand the impact of stress, anxiety and depression on their teams and workplace
- Build confidence to maintain strategies for good mental health

Most of us know at least the basics of First Aid and by law every workplace within the UK has a qualified First Aider.

However, when we are faced with the less tangible and often more daunting challenge of helping ourselves or another overcome an emotional issue many of us are at a loss.

1 in 4 adults will suffer mental and emotional distress each year but many do not recognise the signs of stress until it is too late.

So what can they do to regain some control back into their lives?

This session is designed to help individuals maintain their emotional wellbeing by identifying techniques in providing resilience for themselves but also how to provide support to others by providing 'Emotional First Aid'.

#### 12.30pm - 1pm Lunch/Networking



#### 1pm - 2pm

#### Afternoon Welcome, Platinum Partner & Plenary

### Keeping their memory alive: how to build long-term relationships with in-memory donors

**Welcome:** Augusta Adu, Hospice Income Generation Network

**Platinum Partner:** Paul Banton, Ruddocks

**Plenary:** Lucy Scanlon, Roots & Wings

**Subject:** In memory

My dad died in a hospice four years ago. I will forever count myself a supporter of the hospice movement. But how can hospice fundraisers build long-term, meaningful relationships with family members after the immediate grieving period is over? I will share my ideas, based on personal experience and suggestions from fellow grievers.

During the session, we'll collaborate to brainstorm and workshop ideas as a group, aiming to develop a comprehensive engagement plan for in-memory donors.

Key takeaways will include strategies for engaging with family members who may not reside locally, as well as suggestions for maintaining connections during the challenging first year of grief and beyond.

**Workshop 5A**

**Automating the supporter journey**

**Speaker:** Paul Banton, Ruddocks

**Subject:** Marketing and communications / supporter care

Automating the process of the supporter journey is key to ensuring regular communications go out to aid engagement without tying up hours of your team's time. This workshop aims to share with you one of the platforms available that can take away the pain of keeping consistent and timely messages going out to your supporters.

**Workshop 5B**

**#Fail: what we got wrong and why we didn't see it coming**

**Speaker:** Katie Greywood, Hospice in the Weald

**Subject:** Mistakes

Join us for an honest and insightful session where we openly discuss our biggest fundraising #fails of the year at Hospice in the Weald.

Despite our overall success, we've encountered our fair share of mishaps, from failed fundraising products to communication blunders and logistical challenges. But instead of sweeping them under the rug, we're embracing transparency and sharing our experiences for the benefit of all.

In this session, we'll delve into the reasons behind our missteps, explore what could have been done differently, and highlight the valuable lessons we've learned along the way.

If you're looking for a candid discussion that will make you feel better about your own fundraising challenges, don't miss out on this conference session. Join us as we turn our #fails into opportunities for growth and improvement.

**Workshop 5C**

**Good grief: from death and data to doorways and donations**

**Speakers:** Amy Holtz and Chelsey Osborne, Pebblebeach

**Subject:** In memory

From 9/11 to Covid, so much has changed about how we view illness, injury and death in modern times. But have we got to grips with what it means for our hospice when we talk about remembrance and commemoration?

Inspired by last year's inaugural Death Festival in Brighton, Amy and Chelsey from Pebblebeach Fundraising delve into death practices and grief journeys and how they've changed in recent years – and what that means for hospices.

From there, we'll dive into data – as well as a first-person account of in memory experiences. We'll also touch on donor pathways considering what a person might choose to do to support you during their own grief journey. And, importantly, what can we do to engage, inspire and support them – and along the way, make our products and offerings better?

Then, together, we'll look at how we can open the right door for people to support you at a time that's right for them.

**Workshop 5D**

**How do you get 4000 pre-teens to climb a hill**

**Speaker:** Andrew Flynn, St Andrew's Hospice  
**Subject:** Community fundraising

Join us for an insightful presentation on the remarkable journey of the St Andrew's Hospice Tinto Hill fundraising event.

We'll take a deep dive into the evolution of this event, from its humble beginnings with 258 school pupils raising under £4000 in 2006 to its current status as an 8 or 9-day extravaganza involving 4000 pre-teens and generating between £85,000 - £100,000 annually.

Discover the invaluable lessons learned along the way, including strategies for engaging with secondary schools, identifying key stakeholders, managing logistics for a large-scale event, and transforming a small walk into a must-attend fixture for nearly 40 secondary schools.

Join us as we unravel the secrets behind the success of this inspiring fundraising initiative and answer the burning question: "How do you get 4000 pre-teens to climb a hill?"

**Workshop 5E**

**Transforming trash into treasure: upcycling in charity retail**

**Speaker:** Vicki Burnett, Charity Retail Consultancy

**Subject:** Retail

Explore the world of upcycling in charity retail! This session delves into creative ideas for repurposing products, featuring real-life examples and discussions on opportunities and risks. Gain inspiration, peer insights, and practical considerations for implementing upcycling in your charity.

**3.15pm - 3.30pm**  
**Break/Networking**



**Workshop 6A**

**Illuminating perspectives: the future of Light up a Life panel discussion**

**Speakers:** Amy Buxton, Ashgate Hospice, Andrew Ward LOROS Hospice, Emily Grint, Visufund

**Subject:** Light up a Life / in memory

Join us for an engaging session where we evaluate the performance of various Light up a Life campaigns via the popular platform, Visufund.

We'll delve into the experiences of Ashgate and LOROS Hospice, as they share the diverse measures they themselves have taken to attract new donors and discuss the trials and triumphs of numerous tweaks and tests aimed at enhancing retention and boosting donations. The session concludes with an invitation for attendees to actively participate in the discussion, sharing your own successful (or not-so-successful) ideas and experiences with Light up a Life campaigns.

**Workshop 6B**

**Navigating tough conversations: strategies for success**

**Speakers:** Barry Lewis, JW Training & Jo Stone, Stepping Stone Coaching

**Subject:** Emotional and challenging conversations

Join our expert panel as we delve into the art of managing challenging conversations with finesse and skill. Throughout our lives, we all encounter difficult discussions that require empathy, tact, and resilience. Whether it's dealing with family dynamics, navigating workplace conflicts, or addressing client concerns, effective communication is key to fostering understanding and resolving conflicts constructively.

In this session, our panel will share invaluable insights and practical strategies for navigating tough conversations with confidence and grace. From understanding difficult emotions and circumstances to employing active listening techniques and de-escalation tactics, we'll equip you with the tools you need to navigate even the most challenging interactions successfully.

By the end of our session, attendees will emerge with a comprehensive toolkit for managing challenging conversations effectively, fostering empathy, building rapport, and fostering positive outcomes in both personal and professional settings.

**Workshop 6C**

**Corporate volunteering: a discussion session about how hospices are handling the increase in corporate volunteer offers**

**Speaker:** Jane Montague, Jane Montague Consultancy

**Subject:** Corporate volunteering

A forum to discuss one of the big topics and questions being raised by hospices around the country. Whilst corporates, on the whole, aren't coming up with the money, they are looking to engage in different ways, the main one being through volunteering.

How do we handle these enquiries? How do we sort the wheat from the chaff? What can we offer them? Should we charge companies for a volunteer day?

**Workshop 6D**

**Elevating social media engagement for hospice fundraising success**

**Speakers:** Amy Jackson, Dorothy House Hospice & Rebs Curtis-Moss, Rebs Curtis-Moss Consulting

**Subject:** Marketing and communications

Join us for an insightful joint presentation where experts from Dorothy House and Children's Hospices Across Scotland will share their standout social media wins of 2023 and strategies for maximising engagement and community fundraising success.

Throughout the past year, Dorothy House's Communications team has focused on expanding their social media reach and engagement. From hashtag research to leveraging Reels and tailoring content for different platforms, they'll showcase their most successful posts, follower growth, and tactics for boosting Facebook reach and engagement.

Meanwhile, in this interactive workshop, you'll learn from Rebs, Consultant and Digital Communications Manager at Children's Hospices Across Scotland, how to harness the power of organic social media for individual fundraiser acquisition, engagement, and retention. Discover top tips for maximising user-generated content, effectively managing your online community, and creating compelling content that resonates with your audience.

Whether you're a community fundraiser, manager, or digital communications officer, this session offers practical insights and real-life examples to help you elevate your hospice's social media presence and drive fundraising success.

## Workshop 6E

### Let's talk about legacies!

**Speaker:** David Roberts, Bequeathed

**Subject:** Legacies

The objective of this session is to give the audience the tools and confidence to talk about legacies in their hospice.

We will explore:

- An effective way to communicate gifts in wills messaging to your supporters
- Tools to aid with stewardship .
- Ways to run supporter events
- How to breakdown internal barriers and getting internal engagement
- Supporter journeys - ways to market gifts in wills

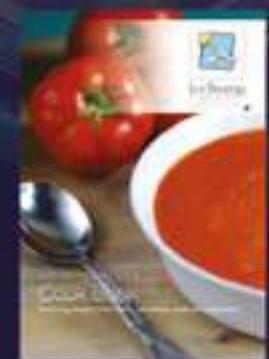
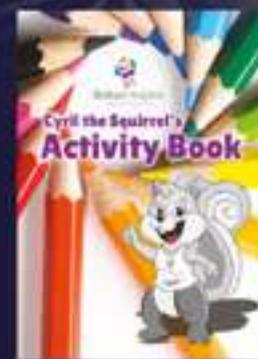
This session is built around talking about legacies and at the end of the workshop the delegate should be able to confidently go back to their charity with the confidence and ideas on implementing a successful legacy strategy.

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## THURSDAY 14 MARCH

9.30am - 9.50am

9.30am - 9.50am: Welcome & Plenary

### What makes hospice legacy campaigns different to all others?

**Welcome:** Lorraine Pink, Hospice Income Generation Network

**Plenary:** Richard Radcliffe, Radcliffe Consulting

**Subject:** Legacies

- How can we differentiate hospice campaigns from a local hospital campaign or a local welfare charity or cancer charity?
- How can we position hospices to gain the edge?
- Which messages trigger the greatest motivation to take action?
- Should you offer a free Will like all other charities?

This will be a very interactive session to dig deep (we hope) and give more effective focused lens for hospice legacy campaigns.

10.30am - 10.45am  
Break/Networking



10.45am - 11.45am | Workshop 7

Workshop 7A

### Legacy of love: inspiring generosity for St Andrew's Hospice

**Speakers:** Lorna McCafferty, St Andrew's Hospice & Dr Claire Routley, Legacy Voice

**Subject:** Legacies

In 2023, both St Andrew's Hospice and Legacy Voice embarked on initiatives to foster generosity and support for hospice care through legacy giving.

St Andrew's Hospice launched its inaugural direct legacy campaign, aiming to encourage supporters to consider leaving a gift in their Will to the hospice. Central to the campaign was a personalised letter from a trustee, sharing her heartfelt connection to the cause and her decision to include the hospice in her Will. Alongside this letter were compelling testimonials from other supporters and a family member, illustrating the profound impact of the hospice's work.

To amplify the campaign's message, volunteers were enlisted as "Legacy Ambassadors," equipped with advance copies of the mailing pack to spread awareness within their networks.

The outreach efforts extended beyond direct mail, with legacy-focused advertisements appearing on billboards, bus stops, bus rears, and in local newspapers throughout Lanarkshire.

Dr Claire Routley, from Legacy Voice, will delve into the significance of in-memory gifts and legacies as vital income streams for hospices. She will explore the potential synergies between these two forms of giving and how they can be maximised.

Claire will draw upon research findings to shed light on in-memory legacy giving and discuss strategies for providing a more meaningful experience for legacy supporters by honouring the individuals they have loved and lost.

Workshop 7B

### Developing a more fundraising-focussed organisation

**Speakers:** Tom Abbot, St Christopher's Hospice & Amy Dearing, Havens Hospices

**Subject:** Culture / marketing and communications

Tom and Amy showcase a piece of work they co-developed - a cultural piece of work designed to create an environment, culture and behaviours across the entire hospice (from care to trading) that better supports generating income.

This included a fully informed language and terminology review and update, and a peer to peer delivered training that centres on how every moment, every action and every word matters if we want to generate income. It is not about making all colleagues a fundraiser, but is about every colleague giving us the best chance to generate as much income as possible.

Results show significant cultural change and support of fundraising, better engagement and increased income.

Workshop 7C

### Trustees and major gift fundraising: the honest truth

**Speaker:** Louise Morris, Summit Fundraising

**Subject:** Trusts

Support from your hospice's trustees is vital for success in major gift fundraising - but how do you get their support?

- Do your trustees seem apprehensive about being asked to open their networks?
- Does it feel as if they just "don't get" major gift fundraising?
- Do you feel frustrated that you don't get more support?

Join major donor specialist Louise Morris for honest and practical tips and examples on working with your trustees. Louise has delivered workshops with hundreds of trustees, is a trustee herself, and has worked with over 15 hospices improving their major donor fundraising.

You'll come away with a fresh confidence, insight and practical next steps that you can put into action straight away. So that you and your trustees can ultimately raise more major gifts for your incredible work.

## Workshop 7D

### Personalisation is king in generating response

**Speaker:** Rob Pratley, Southern Mail

**Subject:** Direct marketing

Personalisation is gaining momentum among marketers across various industries, and the reasons behind its popularity are clear. According to McKinsey, companies excelling in personalisation witness a 40% increase in revenue compared to their average counterparts.

When paired with the proven ROI of direct mail, a powerful synergy emerges, creating a winning strategy for robust sales, marketing, and employee outcomes. Platforms like Postal are reimagining and revitalising the age-old charm of direct mail marketing.

Personalised direct mail goes beyond sending generic pieces to a target audience. It involves tailoring each mailer to resonate personally with the recipient. By harnessing customer data, variable data printing, and digital printing technologies, businesses can craft direct mail pieces that speak directly to individuals, and personalised experience that's hard to match.

Benefits you can expect:

- Higher response rates
- Enhanced customer experience
- Effective segmentation

## Workshop 7E

### Making the most out of the audience you already have and developing events that attract new donors

**Speaker:** Amy Winehouse, St Clare Hospice

**Subject:** Events

Step into our world of event success as we highlight the remarkable achievements of our 2023 events program. From our groundbreaking 10k, which soared to £65,000 in funds raised, to the inaugural summer fayre that welcomed 1,000 attendees, every milestone speaks volumes.

Learn how we strategically focused our calendar on core events with the highest return on investment while expanding our reach to new audiences. Discover the art of crafting tailored communications that resonate with diverse audiences, including the creation of multiple communications for a single event to ensure maximum engagement.

Don't miss this opportunity to gain valuable insights and practical tips for optimising your events program and effectively communicating with your target audience.

**11.45am - 12pm**  
**Break/Networking**



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**12pm - 12.30pm | Wellbeing**

**Mindfulness through music: a new approach to mindfulness**

**Facilitator:** Will Crawford, Quietnote

**Subject:** Wellbeing

As we find ourselves in turbulent times across the world, finding ways to support our wellbeing and mental health is extremely important.

This one-hour workshop is here to help you gain a better understanding of the practices of mindfulness through the power of music. This hands-on session will see participants working with traditional mindfulness practices, guided musical meditations, and open conversation about how mindfulness through music can improve your personal situation.

We shall explore how these practices can help us relax, manage stress and anxiety, and calm our busy minds. This practice is all centred around helping you gain more control over your personal wellbeing, mental health, and happiness.

**12.30pm - 1pm  
Lunch/Networking**



**1pm - 1.40pm**

**Afternoon Welcome & Plenary**

**Getting our authentic storytelling right**

**Welcome:** Teresa Nightingale, Hospice Income Generation Network

**Plenary:** Paul Courtney, Children's Hospice South West

**Subject:** Storytelling

Join us for an insightful session dedicated to mastering the art of authentic storytelling in fundraising. While storytelling can be a powerful tool, it also comes with challenges such as protecting vulnerable individuals, avoiding exploitation, and gaining organisational support.

In this workshop, we'll explore strategies for navigating these pitfalls to ensure that our stories are purposeful, respectful, and compelling. Learn how to authentically present the impact of your organisation while honouring the dignity of your beneficiaries. Discover effective approaches for pitching stories to your supporters in a way that invites them to become meaningful participants in your cause.

Whether you're a fundraiser, communicator, or organisational leader, this session will provide valuable insights and practical tips for crafting narratives that resonate deeply with your audience while upholding ethical standards and respect for all involved. Don't miss this opportunity to elevate your storytelling skills and create meaningful connections with your supporters.

**1.40pm - 2pm**

**Annual General Meeting, Hospice Income Generation Network**

Delegates, speakers and Platinum Partners are all welcome to attend!

**2pm - 2.15pm  
Break/Networking**



**Workshop 8A**

**How to create effective films using your phone**

**Speaker:** Emma Bracegirdle, The Saltways

**Subject:** Marketing and communications

A practical workshop on how to plan, create and share video content using just your mobile phone. Learn practical tips and see real life examples, plus a chance to ask questions.

**Workshop 8B**

**Making death a part of life**

**Speaker:** Katy Hancock, Dorothy House Hospice Care

**Subject:** In memory / marketing and communications

At Dorothy House, we have a vision to create a society where death is a part of life. As such we have created a not-for-profit and non-Dorothy House branded website called Part of Life [www.partoflife.org](http://www.partoflife.org).

This platform is used to destigmatise death and dying so that as a society we can confront our mortality and make the most of life.

The workshop will explore the marketing rationale behind creating a non-branded platform to further our Hospice vision and discuss the merits of using a standalone platform to garner support from national and even international influencers and campaigners.

**Workshop 8C**

**Data analysis: Turning a vision into a reality**

**Speakers:** Justine Burrows and Leonie Smalling, St Clare Hospice

**Subject:** Supporter care

Join us for an enlightening session as we delve into the journey of turning a vision into reality through data analysis. At St Clare Hospice, we recognised the need for a more sophisticated approach to understanding our supporters, donors, and volunteers. Our vision was clear: to leverage data-driven insights to drive decision-making and enhance our fundraising efforts.

In this workshop, we'll share our experience of implementing a comprehensive data analysis strategy aimed at achieving a unified view of stakeholders through the Raiser's Edge CRM system. We'll explore how this initiative has enabled us to develop tailored supporter journeys, ultimately leading to increased engagement and income growth.

From setting strategic objectives to executing actionable plans, we'll provide practical insights and real-world examples to illustrate how data analysis can transform organisational practices and drive meaningful results. Whether you're just beginning your data journey or seeking to optimise existing processes, this session offers valuable strategies for harnessing the power of data to realise your organisation's vision. Don't miss this opportunity to unlock the potential of data analysis and propel your fundraising efforts to new heights.

**Workshop 8D**

**Normalising money talk!**

**Speaker:** Jane Curtis, The Charity Events Specialists

**Subject:** Personal development / finance and budgeting

Let's face it: talking about money can be uncomfortable, even for seasoned fundraisers. Whether it's negotiating budgets, asking for donations during challenging economic times, or advocating for a well-deserved pay raise, many of us struggle with this essential aspect of our roles.

In this engaging session, Jane will guide you through a series of groundbreaking money mindset exercises designed to unravel the underlying beliefs and attitudes that hinder your confidence in discussing finances. By examining your own money personality and challenging common myths about fundraising, you'll gain valuable insights that empower you to navigate money conversations with ease and authenticity.

From debunking misconceptions to reframing your approach to making the ask, this workshop will equip you with the tools and mindset shifts needed to excel in your fundraising endeavors. By normalising money talk and embracing a newfound sense of empowerment, you'll be better positioned to drive impact, achieve success, and elevate your fundraising efforts to new heights.

**Workshop 8E**

**Strategies made simple!**

**Speaker:** Sarah Goddard, Fundraiser Sarah

**Subject:** Personal development / strategic planning

Feeling overwhelmed by the thought of crafting a fundraising strategy? Unsure where to start or what to include? Don't worry – this workshop has you covered.

Join us as we break down the process into manageable steps, focusing on essential elements like research, data gathering, and setting priorities. By the end, you'll have the confidence to create your strategy and communicate it effectively – all on one page.

Say goodbye to confusion and hello to clarity. Let's simplify your strategy together.

**3.15pm - 3.30pm Break/Networking**



**3.30pm - 4.30pm: Final session**

**National legacy campaign**

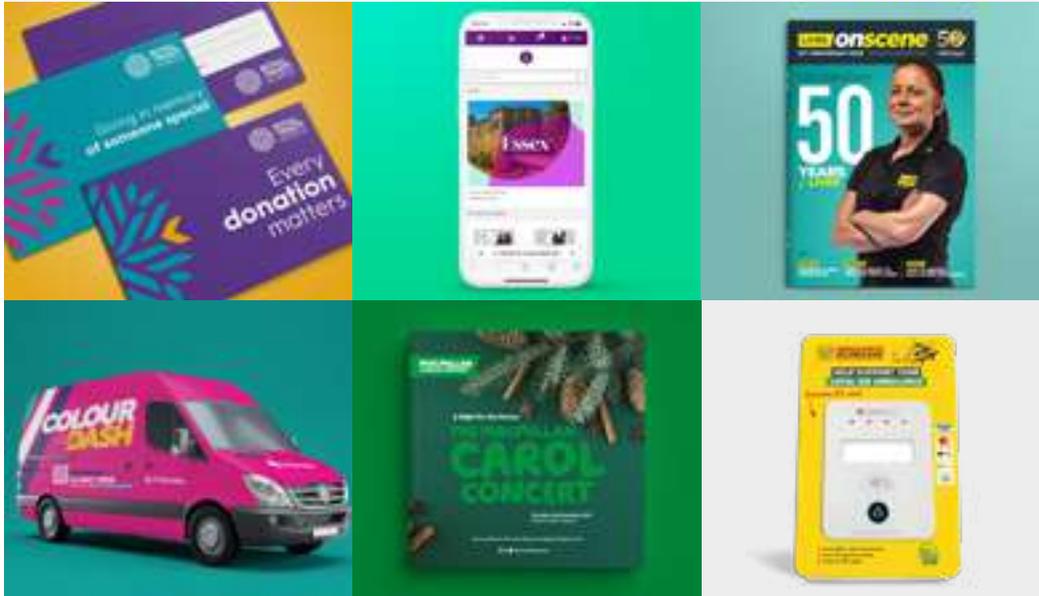
**Guest speaker:** Catherine Bosworth, Hospice UK

**Subject:** Legacies

Hospice UK's national legacy campaign will encourage people to leave a gift in their will to their local hospice. This campaign will support participating hospices to fundraise for their work through legacy giving.

Catherine will talk through Hospice UK's outline plans to date. And explain how hospices who have not yet signed up to join the campaign can do so.

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Our conference pack wouldn't be possible without the generous support from our Platinum Partners: Donorflex, Majestic Publications, Pebblebeach and Ruddocks.

We extend our deepest gratitude to Jane Montague, Paul Banton, Jo Davies, Ash Gilbert and their colleagues for the unwavering support and invaluable guidance they give in shaping our Hospice Income Generation Network conference and events.

A special thank you to freelance consultant, Lisa Pearson, Fundraising Better and Hayley Smith, Superstar PAs. We have been working with both of them for a few months in the lead-up to this year's conference. They have been instrumental in bringing this conference together - on time and within budget - and we are very grateful for their awesome skills, flexibility, and sense of humour!

Heartfelt appreciation for our board of trustees who volunteer their time in and around day jobs in their respective hospices.

If you would like to find out more about joining our trustee board, please contact Teresa Nightingale at [hospice-ign@outlook.com](mailto:hospice-ign@outlook.com).

And last but by no means least, a huge thank you to each of you for attending our conference and training / networking sessions throughout the year!

Our hospice sector is unique in how much we share and collaborate ideas to enhance what we do in our hospices. Generating voluntary funds in the current climate isn't easy; we hope that our conference (whether you watch it all live or some of the sessions on playback at a later stage) gives you the courage and knowledge to keep making a difference for hospice patients and their loved ones.

You're all marvellous humans doing what you do; thank you for your dedication and commitment to our hospice sector. Hurrah for Hospice Heroes!

**Thank you so much,**  
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