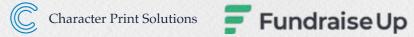


Produced by



**Event Partners** 



<b>TUESDAY 2</b>	0 MAY 2025	Purple	Red	Gold		
09:30 - 10:00	Opening Remarks		Damian O'Broin & Áine Myler			
10:00 - 11:00	Opening Plenary		Claire Routley, The Future of Fundraising			
11:00 - 11:30	Coffee					
11:30 - 12:30	Session No. 1	Jean O'Brien & Tom Hickey Are you fit for digital?	Josh Hirsch & Paramjot Singh From Fear to Focus: Demystifying AI to Enhance Donor Experiences and Drive Efficiency	Josie Isherwood & Harriet Scott Navigating rapid growth, fame and change		
12:30 - 13:45	Lunch					
13:45 – 14:45	Session No. 2	Jean O'Brien, Liz Carolan, Clare O'Donoghue Velikic, Mae Dobbs & Jonathan Nolan <b>Are we addicted to the algorithm?</b>	Marina Jones & Meredith Niles Brainhacking – 8 3/4 decision science insights to improve your fundraising results today	Lesley Pinder Supporter experience fundamentals for every fundraiser		
15:00 – 16:00	Session No. 3	Svitlana Pugach, Olga Chevganiuk & Kate Leschyshyn Fundraising Under Fire: Lessons from Ukraine for a World in Crisis	Russell James Top 10 legacy fundraising strategies from scientific research: National data & results from the lab	Henry Rowling & Alicia Jumman Why are charity databases so white (Why it's such a huge problem and what can we do about it?)		
16:00 - 16:30	Coffee					
16:30 - 17:30	Session No. 4	Audrey McGillicuddy & Natascha Elbech Enhancing Donor Engagement and Conversion with Fundraise Up: A Case Study from MSF Ireland	Jeff Brooks & Julie Cooper From Rubbish to Rescue to Relationship: Fundraising Storytelling Reconsidered	Ken Burnett & Lisa Sargent Inspiring your donors for a lifetime: The great big picture (and the deliciously effectiv details)		
17:30			The Fundraising Summer School After-Party	7, Kennedy's Westland Row – supported by iDor		

WEDNESDAY 21 MAY 2025	Purple	Red	Gold	Green		
<b>09:30 – 10:30</b> Session No. 5	Gaby Murphy, Ken Burnett, Mary Gamble & Áine Myler <b>Fundraising in Turbulent Times Panel</b>	Russell James The hidden code of end-of-life decisions: What legacy fundraising can learn from decision-making in life insurance, annuities, estate planning, and healthcare	Audrey McGillicuddy & Rob Patmore Maximising Impact: Lessons from MSF Ireland's Record-Breaking Q4 2024 DRTV Campaign	Jeff Brooks & Julie Cooper From Rubbish to Rescue to Relationship: Fundraising Storytelling Reconsidered		
10:30 – 11:00 Coffee						
11:00 – 12:00 Session No. 6	Damian O'Broin & Jan Rane Silo Killer (Qu'est-ce que c'est) – Individual giving in a post-direct mail age	Jon Kelly & Kate Mulchrone Using Data to Optimise Your Fundraising Programme	Marina Jones & Meredith Niles Brainhacking – 8 3/4 decision science insights to improve your fundraising results today	Josh Hirsch & Paramjot Singh From Fear to Focus: Demystifying AI to Enhanc Donor Experiences and Drive Efficiency		
<b>12:15 – 13:15</b> Session No. 7	Svitlana Pugach, Olga Chevganiuk & Kate Leschyshyn Fundraising Under Fire: Lessons from Ukraine for a World in Crisis	Lou Lai & Louise Barton Shifting to Open Strategies – how you could apply this thinking and approach to your organisation	Jane Trenamen & Cian Murphy Mind the Gap: Co-Creating a Fundraising Data Foundation	Edwina Newcombe & Annetta Murphy Crafting Effective Legacy Propositions		
13:15 – 14:30 Lunch						
14:30 – 15:30 Session No. 8	Ken Burnett & Lisa Sargent Inspiring your donors for a lifetime: The great big picture (and the deliciously effective details)	Jessica Hailstone & Sean Bergin Leading with your values to raise money online	Lesley Pinder Supporter experience fundamentals for every fundraiser	Josie Isherwood & Harriet Scott Navigating rapid growth, fame and change		
<b>15:45 – 16:45</b> Closing Plenary	Oisín Coghlan, Johnny Ryan & Ruadhán Ó Críodáin, <b>Love isn't all we need</b>					



## Green e Edwina Newcombe & Caoileann Appleby My Donor Ghosted Me: What research tells us about why supporters stop giving – and how you can reconnect Lou Lai The power of mentoring – entering a new era of self development Andy King Partnerships companies will pay for Jon Kelly & Kate Mulchrone Using data to optimise your fundraising tive programme

.ve

## onate