TUESDAY 20 MAY 2025

Time		Purple	Red	Gold	Green
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**	Edwina Newcombe & Caoileann Appleby **My Donor Ghosted Me: What research tells us about why supporters stop giving – and how you can reconnect**
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 **Are we addicted to the algorithm?**	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**	Lou Lai **The power of mentoring – entering a new era of self development**
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?)**	Andy King **Partnerships companies will pay for**
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 effective details)**	Jon Kelly & Kate Mulchrone **Using data to optimise your fundraising programme**
17:30		The Fundraising Summer School After-Party, Kennedy's Westland Row – supported by iDonate			

WEDNESDAY 21 MAY 2025

Time		Purple	Red	Gold	Green
09:30 – 10:30	Session No. 5	Gaby Murphy, Ken Burnett, Mary Gamble & Áine Myler **Fundraising in Turbulent Times Panel**	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 Enhance Donor Experiences and Drive Efficiency**
12:15 – 13:15	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**
15:45 – 16:45	Closing Plenary	Oisín Coghlan, Johnny Ryan & Ruadhán Ó Críodáin, **Love isn't all we need**			