



# FUNDRAISING SUMMER SCHOOL

askdirect



**14** TUESDAY  
MAY 2024

*All times are subject to change*

## OPENING KEYNOTE

Damian O'Broin

## CHALLENGING THE STATUS QUO

Camille St-Omer Donaldson

## EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT IRISH DONORS

Edwina Newcombe

## FUNDRAISING IN TOUGH TIMES

Eelco Keij, Svitlana Pugach & Konstantina Papadmitriou

## THE POWER OF INTEGRATING CONTENT

Jayne George

## TRANSFORMATIVE BRANDING STRATEGIES FOR NONPROFITS

Conor Byrne

## AI EMPOWERED: NAVIGATING THE FAST-PACED WORLD OF FUNDRAISING TECHNOLOGY

Cherian Koshy

## DONOR PANEL: IN CONVERSATION WITH LIVING LEGATORS

Chair, Claire Routley

## OPEN SPACES

Coordinator, Jean O'Brien

## THE FUNDRAISING TAXONOMY OF LOVE

Jen Shang

## THE PRODUCTISATION OF FUNDRAISING

Tiwa Odukoya

## BURNOUT, EMOTIONAL EXHAUSTION AND THE FUTURE OF THE FUNDRAISING SECTOR

Michelle Reynolds

## HIGH VALUE LEGACY GIVING

Claire Routley

## CREATIVE RULE BREAKING FOR DIRECT RESPONSE NERDS

John Lepp

## OUTWARD MINDSET: FROM SILOS TO DREAM TEAMING

Max Newton & Lindsay Tilson Jones

**15** WEDNESDAY  
MAY 2024

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## A FUNDRAISING WALKING TRAIL OF DUBLIN

Kevin Delaney

## LINKEDIN FOR FUNDRAISING STRATEGY

Eelco Keij

## "YOU CAN'T JUST TAKE THE MONEY AND RUN": WHAT CAN WE LEARN FROM MEDIA AND CAMPAIGN FUNDRAISING IN THE GOFUNDME ERA?

Caoileann Appleby & Jessica Hayes

## SUPPORTER EXPERIENCE: TURNING THE AMBITION INTO REALITY

Lesley Pinder

## A DONOR IS FOR LIFE: THE DOGS TRUST IRELAND STORY

JoAnne O'Donovan

## WAY BEYOND DIGITAL FUNDRAISING

Paul de Gregorio

## WISDOMS FROM THE PAST, FOR GREAT FUNDRAISING NOW

Marina Jones

## UNPICKING THE SECTOR'S BIGGEST STRATEGIC CHALLENGES

Jane Trenaman

## OPEN SPACE

Coordinator, Jean O'Brien

## WHAT HAPPENS IN FUNDRAISING WHEN YOU FOCUS ON WHAT DONORS ACTUALLY NEED?

Mark Philips

## AUDIENCE-FIRST MOBILISATION AND LEAD GENERATION IN A CHANGING DIGITAL LANDSCAPE

Sarah Crowhurst & Joshua Leigh

## FUNDRAISING ETHICS: DOING THE RIGHT THING? BUT WHAT IS THE RIGHT THING?

Chair, Ian McQuillan

## CLOSING KEYNOTE

Ailbhe Smyth