

# Agenda

23-24 March 2022

DAY 1 #SFS2022

social fundraising summit  
powered by givepanel



8am-10am

## WELCOME!

Start your day at registration to collect your goodie bag and information pack. Take your seat at 9:45am and hear from GivePanel Founder CEO, Nick Burne to kick off #SFS2022!

10am-10:30am

## KEYNOTE - A BILLION EURO ARGUMENT FOR TESTING WEIRD FUNDRAISING EVENT IDEAS

ADRIAN O'FLYNN - GET YOUR STORIES STRAIGHT

Adrian, the original pioneer of Facebook Challenges, and his session are sure to get the cogs turning as he explores idea generation, how to test them and when weird just works.

10:30am-11:15am

## CRYPTO GIVING: ENGAGING WITH CRYPTO COMMUNITIES ON TWITTER

NICOLA GUNN - EDINBURGH DOG AND CAT HOME

In 2021, crypto philanthropy grew by 1,558%. There are a lot of crypto and NFT projects and communities out there but Twitter is the place to start. Nicola Gunn will walk us through how Edinburgh Dog and Cat Home secured the largest crypto donation in Scottish history and how you can take advantage of this growing trend.

11:15am-11:45am

## BREAK

11:45pm-12:30pm

## GET IN THE GAME

ALYSSA SWEETMAN - FORMER DIRECTOR OF SOCIAL IMPACT AT TWITCH

Learn how gaming can do good for your nonprofit! You'll be taken through some of the history of gaming for good and learn why you should consider gaming as a core part of your social fundraising strategies.

12:30pm-1:30pm

## LUNCH!

ROB GREEN - HEAD OF PRODUCT AT GIVEPANEL

Lunch and Learn: GivePanel's new In-Memory Facebook Fundraiser Tool (optional).

1:30pm-2:15pm

## COMMUNITY STORIES

SHORT CASE STUDIES FROM CHARITY INSIDERS

We hear from a number of different charity staff on the impact Social Fundraising has had on their various organisations.

2:15pm-3pm

## EXPERT PANEL

THE POWER OF AUTHENTIC ENGAGEMENT WITH ONLINE COMMUNITIES

In this expert panel session, chaired by GivePanel Founder CEO Nick Burne, we will look at the key question "How do we build authentic relationships with communities on their terms vs trying to "convert" them to our own traditional fundraising approaches?"

3pm-3:30pm

## BREAK

3:30pm-4:15pm

## TIKTOK TAKEOFF! FUNDRAISING, ADVOCACY AND INFLUENCERS

LAURA DEPETERS - MANAGING DIRECTOR, SOCIAL, CONTENT AND PAID MEDIA AT AMERICAN CANCER SOCIETY

As early adaptors of TikTok, hear how the American Cancer Society is reaching its next generation of donors, brand advocates and survivors through storytelling, engagement and partnerships.

4:15pm-4:30pm

## CLOSING ADDRESS

NICK BURNE - FOUNDER CEO OF GIVEPANEL

5:30pm-6:30pm

## AWARDS CEREMONY

Join us in celebrating achievements in the nonprofit sector and find out who is crowned top innovator with our first Innovation Award!

7pm

## COACHES TO THE CITY CENTRE

Catch one of our complimentary coaches into the centre of Dublin to continue the fun!

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DAY 2 #SFS2022

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7am-7:30am	<b>OPTIONAL GROUP GUIDED RUN</b> Kickstart your day with a group guided run around Clontarf!
9am-9:15am	<b>DAY 2 WELCOME!</b> GivePanel Founder CEO, Nick Burne, welcomes everyone for a jam-packed day 2 of #SFS2022.
9:15am-9:45am	<b>A FIRESIDE CHAT WITH META - THE POWER OF ENGAGING WITH SUPPORTERS</b> MITRA MOTLAGH - STRATEGIC PARTNERSHIP MANAGER AT META Meet with Mitra, the new EMEA lead for Social Impact Partnerships for Meta.
10am-11:30am	<b>WORKSHOP SESSION</b> Choose from any our 7 engaging and interactive breakout workshops - see list on the right.
11:30am-12pm	<b>BREAK</b>

12pm-1:30pm	<b>WORKSHOP SESSION</b> Choose from any our 7 engaging and interactive breakout workshops - see list on the right.
1:30pm-2:30pm	<b>LUNCH!</b>
2:30pm-4pm	<b>WORKSHOP SESSION</b> Choose from any our 7 engaging and interactive breakout workshops - see list on the right.
4pm-4:30pm	<b>BREAK</b>
4:30pm-5pm	<b>CLOSING ADDRESS</b> NICK BURNE - FOUNDER CEO OF GIVEPANEL

## WORKSHOPS

	TIMES AVAILABLE
<b>BUILDING A LONG-TERM STRATEGY AROUND REMOTE FUNDRAISING CHALLENGES</b> TOM HICKEY - EX-FUNDRAISING DIRECTOR AT THE MATER FOUNDATION	10-11:30AM OR 12-1:30PM
<b>TAKING SUPPORTER RELATIONSHIPS BEYOND FACEBOOK</b> JULIE ROBERTS - DIRECTOR AT MORE STRATEGIC UK JILL O'HERLIHY - HEAD OF CUSTOMER SUCCESS AT GIVEPANEL	10-11:30AM OR 12-1:30PM
<b>MASTERING TIKTOK ADS FOR NONPROFITS</b> MARTIN WATTS - FOUNDER CEO OF 8 CATS DIGITAL	10-11:30AM OR 12-1:30PM OR 2:30-4PM
<b>PRESS PLAY: AN INTERACTIVE WORKSHOP ON GAMING AND INFLUENCERS</b> ALYSSA SWEETMAN - FORMER DIRECTOR OF SOCIAL IMPACT AT TWITCH	10-11:30AM OR 2:30-4PM
<b>ADVANCED FACEBOOK &amp; INSTAGRAM ADS SURGERY</b> JEAN O'BRIEN - DIGITAL CONSULTANT AND FOUNDER OF DIGITAL CHARITY LABS JACOB SOUTHGATE-CRYER - PAID MEDIA SPECIALIST AT NICK BURNE CONSULTING	12-1:30PM OR 2:30-4PM
<b>OPTIMISING DIGITAL CAMPAIGNS FOR LONG-TERM PROFITABILITY</b> TPXIMPACT (FORMERLY MANIFESTO)	2:30-4PM
<b>HYPE OR HERE TO STAY? JOIN THE METAVERSE IMMERSIVE EXPERIENCE DROP-IN</b> THE GIVEPANEL TEAM	10-11:30AM OR 12-1:30PM OR 2:30-4PM