



Annual Conference

12th November 2018

HEADLINE SPONSOR



PLENARY SESSIONS

09:40 – 10:15 **Will Goodhand** System 1 Research

Advertising: how the charity sector shapes up

Will Goodhand shares a current view of advertising and how the charity sector is participating. Using the System1 Ad Ratings database he compares our sector to others, snapshots key charity activity and highlights the star performers and the learnings for charity advertising. Will draws on personal experience working across charity, FMCG and Tech, and aims - like all good ads - to stir emotion and positive action.

M

16:15 – 16:45 **Martin Bysh** President and CTO at Maru/Usur

Donor pain points and how to improve your conversion rates

Fundraisers often have preconceived ideas about what donors want from Online Fundraising messaging and branding. We surveyed 1,000 donors about their experiences and expectations of online fundraising, concentrating on transparency, communication, consistency of experience and data usage. We share the data and some key conclusions and action points.

M

STREAM 1

10:20 – 11:00 **Louise Oakley** Alzheimer's Society

How in one year to triple the dough with the same number of registrations

Alzheimer's Society's Cupcake Day was launched in 2016 and proved successful in terms of acquisition. But income was almost 50% lower than expected. Could we make this product work from an income perspective, whilst maintaining mass sign-up numbers? And how could we judge whether to do it again?

S2

11:30 – 12:10 **Emily Casson** Cats Protection & **Ariel Moreton** DTW

Growing donor volumes in Facebook- how insights helped our Lottery program keep winning

Cats Protection is always looking for new approaches and channels to recruit supporters and digital platforms provide a great way to reach a younger audience. We tested social channels like Facebook to recruit new regular givers via our Lottery product. If successful, could we scale up the campaign quickly?

S2

12:15 – 12:55 **Nathan Shilton** Adroit & **Patrick Dalglish** Pulsar Platform

Understanding online audiences

Social media data contains a wealth of information for fundraisers, with conversations covering everything from customer feedback on events to the issues surrounding causes. We look at ways to harness this information and build audience intelligence, exploring influencer engagement, virality models, supported by case studies.

M

13:45 – 14:25 **Christina Finlay** National Trust

Why the National Trust trusts neuroscience

National Trust knows that emotion is at the heart of its cause. Understanding a person's relationship with a brand can be challenging to articulate, so research needs to go beyond questions and answers. Consumer neuroscience reveals the emotional link between brands and people, helping us to engage audiences with our work and cause.

M

14:30 – 15:10 **Neil Martin, Paresh Patel, Rob Jones** QBase, **Selena Wark** The Challenge,

Gin and data

Jeff Collins, Royal British Legion

We combined our passion for all things data with our love of gin in a series of video blogs. Now, for the first time, we're taking Gin and Data live. Our panel will discuss the latest innovations in data-enabled insight whilst sampling three of the best craft gins from the UK. And yes... there will an opportunity for audience participation.

S3

15:30 – 16:10 **Magid el Amin** The Children's Society & **Andrew Sargent** Wood for Trees

Lifetime Value - Who, How and Why

Can lifetime value apply to corporates, churches and philanthropists? Absolutely! We'll walk you through the model build, and show the key insights that were pulled out (that would've otherwise gone ignored). We'll cover analytical techniques including CHAID and univariate analysis and how the fundraising teams used the results.

S2

STREAM 2

10:20 – 11:00 **David Dipple, Ross Swain** Adroit Data and Insight

If Artificial Intelligence is the Future, then the Future is Now

In this session David and Ross will look at how AI can be added to an analyst's toolkit easily and efficiently - and without costing an arm and a leg. We will see what AI is and isn't, and how it works. Hopefully after the session you will feel that AI is something that you could have a go at and not some esoteric analysis method for 'experts' only.

M

11:30 – 12:10 **Bob Francis** BHF

Most Powerful Insight Using Research - award winner case study

The British Heart Foundation knew they needed a new segmentation, and they wanted to be certain it carried its weight. This multi-agency project got to the heart of what drives BHF's customers, identifying meaningful audiences and achieving buy-in throughout the organisation. This session will show how.

M

12:15 – 12:55 **Clara Avery** Macmillan Cancer Support & **Myuran Kuhachandran** Parkinson's UK **S3**
Outstanding Contribution & Rising Star Award Winners

This session will cover Myuran's first year in the industry where he had thought his role as a Fundraising Insight Analyst was going to be very technical. It turned out to be a lot more besides! Clara will share her route into the charity sector and how her time as a fundraiser helped inform the approach she still takes today.

13:45 – 14:25 **Di Gornall** Centrepoint, **Lesley McPherson** The Co-operative Bank **S3**
How data informed The Co-operative Bank's choice of charity partner

This session will look at how The Co-operative Bank used data and insight from customers to inform their choice of charity partner, how data and insight from customers and that choice has led to the development of the partnership and the impact that a data and insight informed partnership has had on Centrepoint.

14:30 – 15:10 **Vidhu Sood-Nicholls** & **Kate Mairs** Teach First **M**
Research into donor experience

Teach First aims to ensure that all our interactions are rooted in our supporters' motivations and are supported by rigorous insight. Ultimately, we want to build a donor-centric culture so that, together, we can support even more young people. Share our fast-growing journey so far and learn with us from our experience after 12 months.

15:30 – 16:10 **Steven Dodds** Harvest & **Joel Lim du Bois** Brand Communications Consultant **M**
Let's do this thing! How cultural insight transformed fundraising campaigns for the International Committee of the Red Cross

In the face of overwhelming needs resulting from multiple conflicts, mass migration and a changing political climate, new forms of fundraising communication were needed to move new audiences to support them. Cultural analysis helped map the new landscape and locate the space fundraising campaigns needed to occupy.

STREAM 3

10:20 – 11:00 **Angus Kerr** CLIC Sargent **S3**
Segmentation 101

In 18 months CLIC Sargent went from knowing relatively little about their supporters to carrying out research to develop a segmentation model and embedding this within fundraising teams and the wider charity. It's been a huge learning curve and we'll share experience and super practical suggestions to make yours a success.

11:30 – 12:10 **Jon Kelly** Wood for Trees **S3**
Training: Insight – why do it?

The session will be a whistle-stop tour through everything you need to know about making the most of insight for your organisation. Jon covers the benefits and building blocks of good insight along with an overview of key tools and techniques in understanding your audiences, products and the impact of your communications.

12:15 – 12:55 **Stuart McCoy** DM Insight **S2**
Training: Insight – how to do it

This session is distilled from our 'Campaign Analysis, Testing & Targeting' course. It includes the advantages of a well-thought-out supporter engagement strategy over isolated, short-term campaigns; the benefit that different approaches to segmentation can bring to your supporter journeys and how to set up reliable marketing tests.

13:45 – 14:25 **Ruth Smyth** Boldlight & **Steven Dodds** Harvest **S2**
Training: Insight – communicating it

Based on highlights of the popular 'Communicating Insight' training course, this session gives a taster of the crucial ingredients and key theories of good insight communication. Maximise the impact of your analysis or research by making findings relevant to your audience, and discover practical tools to use on your next insight project.

14:30 – 15:10 **Ruth Smyth** Boldlight **S2**
Training: Digital analysis

Based around the 'Insight in Fundraising Essentials' courses but with added material, this is an overview of digital analytics and the opportunities it offers beyond traditional channels. Ruth covers web analytics in more depth, giving practical tips on getting the most from what is available to improve your digital fundraising.

15:30 – 16:10 **Aiden Gregg** University of Southampton **S3**
Feel appeal: Using emojis to capture and quantify sympathetic sentiment

Emotions influence our desire to buy or not to buy, what we remember and share about the experience and whether we will be loyal to a brand. Presenting a ground-breaking emoji-based customer experience model, in tests proving significantly more predictive than the often-used net promoter score and five-star systems.

Institute of Fundraising Insight in Fundraising Autumn Conference 2018

CONFERENCE PROGRAMME

Start time	Finish time	Plenary MAIN AUDITORIUM	Stream 1	Stream 2	Stream 3
09:00	09:30	Arrival (tea & coffee)			
09:30	09:40	Nick Mason <i>Welcome & Conference opening</i>			
09:40	10:15	Will Goodhand System1 Group <i>Advertising: How the charity sector shapes up</i>			
10:20	11:00		Louise Oakley ^{S2} Alzheimer's Society <i>How in one year to triple the dough with the same number of registrations</i>	David Dipple, Ross Swain ^M Adroit Data & Insight <i>If Artificial Intelligence is the future, then the future is now</i>	Angus Kerr ^{S3} Clic Sargent <i>Segmentation 101</i>
11:00	11:30	Morning break			
11:30	12:10		Emily Casson ^{S2} Cats Protection & Ariel Moreton DTV <i>Growing donor volumes in Facebook - how insights helped our Lottery program keep winning</i>	Bob Francis ^M BHF <i>Most Powerful Insight Using Research - award winner case study</i>	TRAINING Jon Kelly Wood for Trees <i>Insight - Why do it?</i>
12:15	12:55		Nathan Shilton ^M Adroit Data & Insight Patrick Dalgliesh Pulsar Platform <i>Understanding online audiences</i>	Clara Avery ^{S3} Macmillan Cancer Support, Outstanding Contribution Award Winner, and Myuran Kuhachandran Parkinson's UK, Rising Star Award winner	TRAINING Stuart McCoy DM Insight <i>Insight - How to do it</i>
13:00	13:45	Lunch			
13:45	14:25		Christina Finlay ^M National Trust <i>Why the National Trust trusts neuroscience</i>	Di Gornall ^{S3} Centrepoint, Lesley McPherson The Co-operative Bank <i>How data informed The Co-operative Bank's choice of charity partner</i>	TRAINING Ruth Smyth Boldlight, Steven Dodds Harvest <i>Insight - communicating it</i>
14:30	15:10		Rob Jones, Neil Martin, Paresh Patel ^{S3} QBase, Selena Wark The Challenge, Jeff Collins Royal British Legion <i>Gin and data</i>	Vidhu Sood-Nicholls & Kate Mairs ^M TeachFirst <i>Research into donor experience</i>	TRAINING Ruth Smyth Boldlight <i>Digital analysis</i>
15:10	15:30	Afternoon break			
15:30	16:10		Magid el Amin ^{S2} The Children's Society & Andrew Sargent Wood for Trees <i>Lifetime Value: Who, how and why</i>	Steven Dodds ^M Harvest & Joel du Bois Brand Consultant <i>Let's do this thing! How cultural insight transformed fundraising campaigns for the International Committee of the Red Cross</i>	Aiden Gregg University of Southampton <i>Feel appeal: Using emojis to capture and quantify sympathetic sentiment</i>
16:15	16:45	Martin Bysh President and CEO, Maru/Usurv, Guy Potter , Director, Usurv <i>Donor pain points and how to improve your conversion rates</i>			
16:45	16:50	Nick Mason <i>Closing Remarks</i>			
17:00		Drinks - The Coronet			

M Main auditorium

S2 Seminar 2

S3 Seminar 3

All plenary (blue) sessions take place in the main auditorium