

# Event Program Schedule

## 25 February 2026

### 08:30 - 14:00

- Masterclass 1: Diversifying your Major Gift Donor Base
- Masterclass 2: From Data Overwhelm to Strategic Impact: Segmentation, Metrics & Analytics for Growth
- Masterclass 3: Donor Psychology 101: Evidence-based insights to improve your fundraising
- Masterclass 4: Influence to income : The power of managing up
- Masterclass 5: Old dogs, young pups & smart machines: A real fundraisers' AI journey
- Masterclass 6: A Fundraiser's Playbook: From Apathetic Audiences to Empowered Communities
- Masterclass 7: The Long Game: Stewardship Strategies for Lifelong Gifts in Wills Engagement

### 14:30 - 15:30

- Sector Discussion Groups

### 15:30 - 16:00

- Afternoon Tea in exhibition hall

### 16:00 - 17:30

- Opening Plenary - From Ideas to Impact: Turning Donors into Partners in a New Age of Belonging

### 17:45 - 19:00

- Welcome Reception in exhibition hall

## 26 February 2026

### 07:30 - 08:30

- Networking breakfast in exhibition hall

## 08:30 - 09:30

- Seizing the great intergenerational wealth transfer: Engaging with Gen-X and Millennials
- Could your Gifts in Wills acquisition be the most emotionally powerful expression of your brand?
- Inward out vs. outward in prospecting: Strategies for accessing your wealthiest prospects
- Harnessing the power of love in fundraising leadership
- Beyond sign-ups: Using data to maximise fundraising impact
- Small charity - small budget - how realistic is best practice fundraising program?
- Beyond sponsorship: Give where you live foundation and Beyond Bank

## 09:35 - 10:35

- Face-to-face, warts and all: From faking it to making it... A runaway success
- Evolving a telemarketing program for Gifts in Wills success
- The Josephine Circle @ QIMR Berghofer: Major Gifts for maximum impact
- Your impact amplified! Turning fundraising into a team sport
- The wildest of rides: The evolution of the RFDS QLD Community Fundraising Program
- A small charity achieves BIG impact in digital donor acquisition
- Partnering for impact: Working with government and communities to drive transformational change

## 10:40 - 11:20

- Morning Tea in exhibition hall

## 11:25 - 12:25

- Let's grow there: Reimagining the ask and impact for lasting donor engagement
- Equity Trustees' guide to navigating the intergenerational wealth transfer
- Pain, purpose and philanthropy: The legacy of the Churack family
- Demystifying AI to lead your organisation from overwhelm to opportunity
- Reinvention, relevance or retirement: The future of peer-to-peer fundraising
- The power of connection: How mutual aid works for small charities
- Facts or feelings: The data advantage in corporate partnerships

## 12:30 - 13:40

- Lunch in exhibition hall

## 13:45 - 14:45

- Plenary Session: We all face adversity. What matters is how we choose to respond

## 14:50 - 15:20

- Afternoon Tea in exhibition hall

## 15:25 - 16:25

- Solving the puzzle: Inside a target-smashing Giving Day and what might come next
- Thinking that can influence the future of Gifts in Wills fundraising
- Why tenure matters: Building trust and success in Major Giving
- Reflecting our communities - DEI in fundraising recruitment
- Major milestone, major results: How one race rewrote our fundraising playbook
- Fundraising Smarter, Not Harder: How AI Amplifies Impact for Small Charities
- Planning with purpose: Aligning strategy, story and social impact

## 16:30 - 17:15

- I Wish I'd Thought of That

## 19:00 - 23:00

- Gala Awards Dinner

# 27 February 2026

## 07:30 - 08:30

- Networking breakfast in exhibition hall

## 08:30 - 09:15

- Myth Smashers

## 09:25 - 10:25

- The art of data persuasion: Storytelling for strategic fundraising impact
- Growing Australia's gifts in Wills market with an audience first approach
- The alchemy of influence: How vision and inspiration cast fundraising magic for a regional community
- Lost in translation? How can boards and fundraisers understand one another better?
- Emerging techniques in fundraising: What's working right now?
- How we turned around a peer to peer event from \$500k to \$3m+
- 10 things you must know about fundraising practice

## 10:25 - 11:00

- Morning Tea in exhibition hall

## 11:05 - 12:05

- Parallel paths to success: Championing fundraising principles for two breakout campaigns
- Blending present and future giving – maximising Gifts in Wills and major gifts
- Lessons on building enduring partnerships with invitation-only funders
- How to go from portfolio manager to exec in NFP
- Leads, not leashes: How a dog poop bag changed traditional acquisition strategy
- The iconic Poppy Appeal - Taking a 100-year-old fundraising campaign into the future
- Six steps to doubling tax appeal targets year on year - an ActionAid Australia case study

## 12:10 - 13:10

- Scaling regular giving online: Navigating complexity to drive growth
- The state of estates - Gifts in Wills trends to watch
- The power of endowments to refresh Major Gift fundraising
- CEO-driven fundraising: The leadership imperative
- Creating your tribe: Building values-aligned communities for your cause
- Marching ahead: How data, digital, and grit made 2025 a record-breaking year
- Demystifying data: A practical guide to analytics in fundraising, and why AI isn't always the answer

## 13:10 - 14:20

- Lunch in exhibition hall

## 14:25 - 15:25

- Inside the minds of fundraisers: Exclusive insights from members of The Benchmarking Project
- Future-proofing legacy: Integrating AI into your Gifts in Wills Program
- The love of humanity: Transforming major giving into philanthropy
- The Power of Female Collective Giving
- Innovation unfiltered: The hits, the misses, and the framework behind them
- How we raised over half a million dollars by breaking the rules of P2P
- Low-hanging fruit you can actually pick: Tried & tested ideas for early-career fundraisers

## 15:30 - 16:30

- Closing Plenary and Syd Herron Oration - Why Not?!

**16:30 - 17:30**

- Farewell drinks