CEE FUNDRAISING
CONFERENCE

8 – 10 Oct 2025
Bratislava | SK

REWIRED TO RAISE

ceefundraising.org

#CEEFC

Wednesday, 8 October 2025

Masterclasses

12:00 – 13:00	**Registration (FULL Programme)**
13:00 – 14:30	**Masterclass Session 1**
14:30 – 15:00	**Coffee Break**
15:00 – 16:30	**Masterclass Session 2**
16:30 – 17:00	**Coffee Break**
17:00 – 18:30	**Masterclass Session 3**

Thursday, 9 October 2025

CEE Conference

8:00 – 9:00	**Registration (CLASSIC Programme)**
9:00 – 10:00	**Plenary**
10:00 – 10:30	**Coffee Break**
10:30 – 12:00	**Session 1**
12:00 – 13:00	**Lunch**
13:00 – 14:30	**Session 2**
14:30 – 15:00	**Coffee Break**
15:00 – 16:30	**Session 3**
16:30 – 17:00	**Coffee Break**
17:00 – 18:00	**Session 4**
19:30	**Party With Live Music**

Friday, 10 October 2025

9:00 – 10:30	**Session 5**
10:30 – 11:00	**Coffee Break**
11:00 – 12:30	**Session 6**
12:30 – 13:00	**Coffee Break**
13:00 – 13:45	**Plenary**

Katarína Bartovičová

Slovak Fundraising Centre (SK)/EDRi (BE)

Katarína spent more than a decade at Greenpeace Central & Eastern Europe, with her efforts focused on fundraising from individual donors for difficult (environmental) causes. In 2009, together with several other third-sector enthusiasts, she co-founded the Slovak Fundraising Centre and has been its Deputy Chair since then. In 2016, Katarína joined the leading Brussels-based digital rights advocacy group, the European Digital Rights (EDRi), as a Senior Fundraising Manager. In addition to working for EDRi, Katarina continues to provide fundraising consultancy, and together with her colleague and lifelong friend Eduard Marček, co-organises a wide range of fundraising educational/training formats and events in Slovakia and abroad. In her spare time, Katarina enjoys making upcycled steampunk jewelry and spoiling her cats.

- **Rewired To Connect @ CEEFC 2025: From Conversations To Collaborations For Change**

László Bodor

OneKind (RO)

László is a passionate fundraising strategist who transitioned from the private sector to the nonprofit sector after a transformative volunteering experience with a hospice charity in Romania. During his almost twelve-year career in the sector, he has held various roles, including fundraiser, fundraising department coordinator, fundraising conference project manager, consultant, board chair and nonprofit founder. He believes that generosity lies within each of us, and that the most important role of fundraisers is to inspire people to get involved by helping them to discover their generous side. This type of fundraising enables people to support causes they care about in a meaningful way, helping them to develop their generosity and grow as individuals.

László holds an International Advanced Diploma in Fundraising from the Chartered Institute of Fundraising and a Certificate in Philanthropic Psychology from the Institute for Sustainable Philanthropy. Since 2022, he has also been a Certified Fund Raising Executive. Although most of his experience in the nonprofit sector is in fundraising, he believes that fundraising can only flourish in organisations with effective management and leadership. In order to take an integrated approach to working with nonprofits, he moved to the United States in 2023 to pursue a Master's degree in Nonprofit Management as a participant in the Fulbright Student Programme. During his studies, he was co-president of the University of Oregon chapter of the Association of Fundraising Professionals for one year.

- **Keep The Best, Leave The Rest: Proven Wisdom Meets Next-Gen Tools**
- **Inspiring Generosity: How Donor-Centric Fundraising Is Changing The World In Two Different Ways**

Sarah Crowhurst

Hynt (GB)

Sarah Crowhurst has helped charities in the UK run digital campaigning and fundraising campaigns for over 15 years. Through crafting new strategies, driving impactful campaigns and developing email journeys, she's mobilised millions of people to take actions for causes they care about.

Sarah created the digital fundraising consultancy Hynt so that she could work with more charities around the world at an affordable rate.

- **Mastering Facebook, Email & Your Website For Fundraising**

Lynda Harwood-Compton

Latch Fundraising (GB)

Lynda is an award-winning, innovative and published global fundraising leader, with 18 years' experience in the charity sector. She has her international fundraising consultancy, Latch Fundraising, and has a track record of leading global fundraising teams to achieve and exceed their fundraising targets consistently. Lynda's key objective is for charities to develop and implement a long-term, multi-layered partnership approach, encompassing all income streams, to maximise the potential of a charity's donor pipeline.

- **An Introduction To Prospect Research**
- **Engaging The Next Generation Of Donors**

Szczepan Kasiński

Armiger (PL)

A certified fundraising trainer with extensive experience, Szczepan is the co-founder and CEO of the Polish fundraising agency Armiger. He is a lecturer, author of fundraising books, and provides consultancy for fundraising and social impact campaigns. His expertise lies in designing comprehensive fundraising strategies and supporting long-term organisational development. Known for his creative approach, he shares practical insights into crafting compelling stories that engage donors both emotionally and financially. With a natural aptitude for developing others, he is passionate about guiding leaders and fundraisers through transformational growth and capacity-building processes.

- **21 Practical Improvements For Your Email Marketing**

Andy King

Fireside Fundraising (GB)

Andy is the director of Fireside Fundraising. In July 2022, Fundraising Magazine named him 'the most influential fundraiser in the UK'. He is passionate about helping charities share their most important stories with the people who have the power to make a difference. He has kickstarted corporate partnership programmes, growing them from nothing to £450,000 per year in just 18 months. He has also transformed existing approaches at St. John's Ambulance, UNESCO and Cancer Research UK, taking them beyond 'logo-led' fundraising. Having worked with charities of all sizes, he is keen to create tools that will work for you.

- **How To Build Partnerships Companies Will Pay For**
- **Creating Story-Led Fundraising Strategies**

Howard Lake

Revolutionise International (GB)

Howard is a digital fundraising entrepreneur. He was the publisher of UK Fundraising (fundraising.co.uk) for 30 years before selling the business. He is now an associate consultant with Revolutionise International, the home of 'Great Fundraising'. He is a trainer, author and serial founder, and is determined to grow giving on a massive scale for all charities.

He worked for Oxfam GB (his first fundraising manager there was born in Bratislava), Afghanaid and Amnesty International UK, before writing the first book on digital fundraising.

He still writes for UK Fundraising and is the editor of Fundraising World, which highlights successful nonprofits and their leaders who have achieved ambitious and sustainable growth.

- **MASTERCLASS: Purpose-Driven Fundraising & Great Fundraising: The Critical Behaviours That Drive Rapid Growth**

Joshua Leigh

Hynt (GB)

Joshua is a digital marketing and fundraising specialist with over a decade's experience in the NGO and purpose-led sector, across a broad range of channels but with a clear focus on digital. Joshua has broad experience in fundraising, campaigning and activism, with a specific skill set in supporter acquisition, lead generation and user generation, working charity-side with brands like The Fred Hollows Foundation, Amnesty International, Ecosia (the green search engine that plants trees), and as an agency partner with charities across Australia, North America, the UK and Europe. Joshua is passionate about getting your basics right, empowering and training your team, and exploring innovative ways to bring your story to life through digital video, chatbots and new social and content channels.

- **Mobilisation 101: Making Meta Work For Your Fundraising**

Nyasha J Njela

Revolutionise International (ZA)

Nyasha is a non-profit growth consultant with Revolutionise, working with organizations across the globe to help them clarify their purpose, align leadership, and accelerate growth by building genuine connections with donors and stakeholders. Her work is centered around designing purpose-driven strategies that lead to practical, sustainable results.

She has had the privilege of collaborating with organizations in various countries, including:

- Scoala Increderii in Romania – Achieving remarkable fundraising growth, with income increasing by 390 % this year and projected to exceed 500 % by year-end.
- Save the Children South Africa – Developing effective fundraising plans and strategic frameworks.
- Children Believe in Canada, Corus International in the United States, MCR Pathways in the UK, Action Aid Netherlands, Feenix, and Kagiso Trust – Supporting these organizations in achieving clarity, consistency, and growth in their missions.

Nyasha's approach is grounded in showing up with purpose and authenticity, ensuring that the work she delivers is aligned with what truly matters. She believes in leaning into strengths while acknowledging areas of growth. Her focus is on refining how she shows up in the world and ensuring that the impact she creates is both meaningful and lasting.

Nyasha is excited to share her experiences and practical insights with the audience at the CEE Fundraising Conference, particularly about what it takes to create lasting growth by aligning purpose, leadership, and strategy.

- **MASTERCLASS: Purpose-Driven Fundraising & Great Fundraising: The Critical Behaviours That Drive Rapid Growth**

Michal Marguš

Compass of Regeneration (SK)

Over the past decade, Michal has been creating and co-creating initiatives, events and educational programmes in the fields of inner and outer development – ranging from psychological health and exploring meaning and purpose in life, to environmental protection, regenerative agriculture and the development of local economies. A significant part of his work is rooted in engaging with indigenous knowledge, natural spirituality and decolonial thinking, seeking ways to reconnect modern society with wisdom traditions and nature-based perspectives.

This journey culminated in one of the largest mental health events in Europe, when Compass hosted Dr Gabor Maté in 2025 for more than 3,300 participants. Building on this momentum, Michal built Compass of Regeneration, as an educational platform focused on regenerative solutions for individuals, communities and society.

He has also volunteered for several years with the CEE Fundraising Conference (CEEFC).

- **Rewired To Connect @ CEEFC 2025: From Conversations To Collaborations For Change**

Robert C. Osborne, Jr.

The Osborne Group (US)

Robert was taught the power of philanthropy from an early age by both his parents. With more than 25 years of experience in the not-for-profit sector, Robert brings his expertise to his clients, the organizations whose boards he serves on, and the pro bono projects he assists with. He believes that civil society has a critical role to play in making the world a better place.

A well-known international speaker and workshop leader, Robert works with all types of organizations and all sizes. He has conducted well-received workshops and/or keynote addresses for the International Fundraising Congress, the Association of Fundraising Professionals, the Association of Healthcare Philanthropy, the International Fundraising Festival, AFP Congress, the Fundraising Institute of New Zealand, and many others.

Robert serves on the Board of the United Hospital Fund in New York. He also serves on the International Advisory Board of the Impact Hub Belgrade in Serbia, and the Advisory Board of the Impact Hub Metropolitan in New York. He is a studio partner and co-founder of Studio X Ventures, a venture studio for social impact start-ups in the Western Balkans, with a focus on women founders. Robert serves as a mentor and advisor to a number of start-ups in the US and the Western Balkans.

- **MASTERCLASS: Fundraising In Uncertain Times**
- **Pipeline To Impact: Designing Donor Journeys That Deliver**

Ligia Peña

GlobetrottingFundraiser (CA)

Ligia Peña, CFRE is an international legacy fundraising consultant and strategist at GlobetrottingFundraiser where she helps charities worldwide develop effective legacy strategies. Her data-driven approach empowers nonprofits to build impactful gifts in wills programs. Ligia is also a Ph.D. candidate at the University of Kent, researching the role that impact reporting has on donor trust as a way to have deeper legacy conversations. A seasoned international presenter and AFP Master Trainer, she has trained countless fundraisers and is a recognised contributor to the fundraising field.

- **From Monthly To Monumental: How Regular Giving Unlocks Legacy Potential**
- **Gone But Never Forgotten: Starting A Powerful In-Memory Giving Programme**
- **Beyond Belief: Can/How Impact Reporting Builds (Or Breaks) Trust**

Mantas Putys

SOS Children's Villages Lithuania (LT)

Mantas is an experienced fundraising professional with nearly a decade of expertise in some of the largest NGOs in Lithuania, including the Lithuanian Red Cross and SOS Children's Villages Lithuania.

Since 2019, Mantas has led the expansion of the regular giving programme at SOS Children's Villages Lithuania, transforming it from a solo operation into a comprehensive initiative featuring an in-house call centre and face-to-face fundraising teams. Under Mantas' leadership, monthly recurring revenue from regular giving has increased eightfold. In total, Mantas has raised over €8 million for the organisation.

He currently serves as Head of Fundraising at SOS Children's Villages Lithuania, overseeing a team of 17 staff.

- **Building A Successful Regular Giving Programme: Insights, Strategies, And Lessons Learned**

Bernard Ross

=mc consulting (GB)

Bernard is director of =mc consulting, a management consultancy working worldwide to transform the performance of pro-social organisations. He is an internationally regarded expert on strategy, major donors, and pro-social use of behavioral science.

He has written, co-written or edited eight award-winning books on fundraising and how to promote social change – a number of them with Clare Segal. Breakthrough Thinking won best non-profit book in the USA. Global Fundraising was the first fundraising book to be published in China by Shanghai University Press. And with Omar Mahmoud of UNICEF International, he wrote the key books on social change and decision science *Change for Good and Change for Better*. His latest book, Making the Ask was an Amazon #1 best-seller in the not-for-profit category.

He has advised many of the world's leading INGOs on fundraising including UNICEF, UNHCR, IFRC, ICRC and MSF.

In recent years, he has raised money for Europe's largest scientific experiment at CERN; to organise supplies for the world's biggest refugee camp in Cox's Bazaar, Bangladesh; to build the Patagonian museum housing the largest dinosaur ever to walk the Earth; and to save the last 800 great apes in Rwanda.

- **THE DONOR DECISION LAB: How To Use Decision Science To Supercharge Your Fundraising**
- **PLENARY: Predictably Irrational: Why You Should STOP Listening To Your Supporters**
- **Making The Ask – Get Ready To Adopt A Whole New Approach To Major Donor Solicitation**

Maja Rusan

Red Noses Croatia (HR)

Maja Rusan is the head of the Fundraising and Communications Department at CRVENI NOSOVI. A passionate fundraiser, she is committed to building sustainable support for the non-profit sector. With her extensive experience and Controller Akademie certification, she has strategically guided donation activities, achieving a revenue increase of over 100% in the past four years.

She began her career at A-PROMA d.o.o., a family-owned factory, where she gained business insight, managed procurement and led the implementation of ISO 9001. Experiencing both growth and crisis during the global recession strengthened her character and reinforced her belief that people are key to success.

Kay Sprinkel Grace

Transforming Philanthropy (US)

She focuses on developing people, processes and relationships, and recognises potential within her team and in the market. She believes that long-term success comes from aligning vision with individuals who can turn ideas into real impact. Her ability to see the big picture while fostering a collaborative spirit makes her a powerful driver of positive change.

She holds certifications from Leaders of Tomorrow and the Selectio Leadership Academy, which have further enriched her leadership perspective and strategic thinking.

Her core values — joy, courage, and creativity — inspire innovation, increase visibility, and deepen social impact. For Maja, fundraising is not just a job — it is her personal mission to create a society that is more connected, stronger and filled with joy.

- **What We Want From Companies – And What They Need From Us**

Kay understands the challenges of 21st-century philanthropy as well as its opportunities and brings her experience from working with countless non-profit organizations to bear on the current issues affecting philanthropy, donor development, fundraising, outreach, message strategy and volunteerism. As principal of her own organization since 1989, her clients include public media, hospitals, universities, arts and cultural organizations, environment and social justice organizations, churches and education, as well as community-based services. A goal of her consulting is to mentor and strengthen leaders within organizations to grow their success while achieving their immediate goals.

Kay has spoken at numerous conferences across the United States and worldwide. Her BA and MA are from Stanford University, where she is a recipient of their highest award for volunteer service, The Gold Spike. Professionally, she is a recipient of the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fundraising (2013) from the Lilly Family School of Philanthropy at Indiana University, the AFP Golden Gate Chapter Lifetime Achievement Award (2020), and the AFP Global Fundraising Professional of the Year Award (2020).

She is the author of seven books related to philanthropic practices and board engagement: Beyond Fundraising (1997 and 2005, Wiley); High Impact Philanthropy (2001, co-author Alan Wendroff, Wiley); Over Goal! (2005, Emerson & Church); The Ultimate Board Member's Book, (Third Edition, Revised 2013, Emerson & Church); The Busy Volunteer's Guide to Fundraising (Revised 2009, Emerson & Church); The AAA Way to Fundraising Success: Maximizing Involvement, Maximizing Results, (2009, Whit Press of Seattle and Jackson Hole); Transform Your Board Into a Fundraising Force (2019, Emerson & Church).

She serves on the Advisory Board of the Czech Fundraising Center, Prague, Czech Republic, and the governing boards of Grace Cathedral and Philharmonia Baroque Orchestra & Chorale, San Francisco. She lives in San Francisco.

- **Fundraising Without Burning Out: 10 Strategies For Sustainable Leadership**
- **Keep The Best, Leave The Rest: Proven Wisdom Meets Next-Gen Tools**
- **PLENARY: More Than Ever, You Matter: How Fundraisers Can Lead When The World Feels Broken**

Zdeněk Struska

CRM For Nonprofits (CZ)

Zdeněk has been a CRM for Nonprofits member for more than 13 years. He is a certified Salesforce Nonprofit Cloud Consultant with a strong background in marketing automation and fundraising. He helps nonprofit organisations enhance donor engagement, streamline operations, and leverage powerful marketing automation tools to increase fundraising effectiveness. With expertise in customising Salesforce solutions, Zdeněk ensures that nonprofits can efficiently manage campaigns, track donor relationships, and optimise communication strategies to maximise impact. His dual focus on technology and philanthropy enables mission-driven organisations to effectively meet their goals.

Zdeněk has a background as a technology consultant, with expertise in CRM, BI, and ERP, gained through working on international and local implementation projects. He has delivered comprehensive end-to-end solutions, including analysis, testing, training, and deployment. His strong technical background is invaluable in projects covering systems integration and delivering tailored solutions that optimise business operations. With a focus on data-driven decision-making and technology optimisation, Zdeněk ensures that organisations achieve smooth transitions and efficient operations throughout the entire project lifecycle.

- **Telefundraising In The Digital Age: Best Practices And Case Study**

Kateřina Švidrnochová

AI & Technology Consultant (CZ)

Kateřina is an experienced consultant, lecturer, and researcher with over 15 years of expertise in digital skills and emerging technologies education. At the Faculty of Arts, Masaryk University in Brno, Czech Republic, she leads courses focused on artificial intelligence. Specialising in service design and learning design, Kateřina implements modern tools and generative AI into organisational internal processes. She is an active member of the technology community GUG.cz and serves as Chair of the Board at Svět neziskovek (World of Nonprofits).

- **DESIGN SPRINT MASTERCLASS: Build A Fundraising Campaign With AI**

Nico Voskamp

Bits of Freedom (NL)

Nico Voskamp is the managing director of Bits of Freedom, the Netherlands' leading digital rights organisation. He is responsible for overseeing internal operations, partnerships and fundraising. Since joining the organisation, he has played a key role in improving donor engagement strategies and public communications. This has included streamlining donor software, introducing user-friendly donation tools and revitalising the organisation's online presence.

With a background in cultural and commercial sectors, Nico began his career at the crowdfunding platform Voordekunst, where he supported creators and cultural institutions with their funding needs. He then held commercial roles in various companies before joining Bits of Freedom. In 2023, he completed a Master's degree in Business Process Management & IT, focusing his thesis on algorithmic decision-making.

He is passionate about ensuring that the freedoms we enjoy offline are equally protected online. He actively contributes to discussions on digital autonomy, privacy, and the ethical implications of technology.

Photographer: Juri Hiensch

- **Breaking Up With Big Tech: Fundraising On Your Own Terms**

CENTRAL & EASTERN
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19 – 24 Oct 2025
Plavecký Štvrtok | SK

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Communication and storytelling • Rethinking strategy

THE DONOR DECISION LAB:
How To Use Decision Science To Supercharge Your Fundraising

Bernard Ross
=mc consulting (GB)

Want to know what really drives your supporters to give — or walk away? In this engaging and highly practical Masterclass, Bernard reveals how cutting-edge ideas from decision science and behavioural economics are transforming fundraising success around the world. Based on the acclaimed books *Change for Good and Change for Better* and grounded in the work of Nobel Prize-winners like Daniel Kahneman and Richard Thaler, this masterclass will change the way you think about fundraising—forever.

You'll discover how leading organisations such as UNICEF, Greenpeace, Médecins Sans Frontières, and even the US Olympic Team are using powerful psychological insights to drive donor behaviour. You'll also explore case studies from zoos, museums, and media organisations that have radically grown their income – some by over 1000% – by applying these techniques.

What you will learn:

- Specifically, we'll explore:
- What is decision science, and what does it tell us about how we make decisions?
- Why are we all predictably irrational – and what does this mean for fundraising?
- How businesses use psychology to persuade us to buy – and what we can learn.
- How emotions and the subconscious impact decision making.
- The key rules and heuristics that change our attitudes and behaviour unconsciously.
- How you can change a supporter's behaviour without changing their minds.

This approach has helped a UK Zoo go from £20K to £1.3M small donor income in 14 months, NPR in the USA raise $1M in 6 weeks to counter the Trump cuts, and a museum in Australia double contributions. The Masterclass is based on Change for Good by and Change for Better by Bernard Ross and Omar Mahmoud.

Learning outcomes:

At the end of the session participants will be able to:

- Understand the difference between System 1 and System 2 decisions.
- Create a decision architecture for any programme.
- Improve supporter communications and commitment.
- Integrate behavioural economics into digital behaviour.
- Design powerful decision architectures for your fundraising programmes

Learning opportunities:

- Case studies.
- Small group exercises.
- Interactive activities.
- Chances to apply the learning to your work.

Suggested level of participants:

- This masterclass is suitable for all.

Communication and storytelling • Rethinking strategy

Fundraising In Uncertain Times

Robert C. Osborne, Jr.

The Osborne Group (US)

In today's world of economic volatility, geopolitical instability, and shifting donor expectations, fundraising professionals must adapt quickly to sustain mission-critical work. This masterclass will equip nonprofit leaders and development professionals with practical tools, strategic insights, and adaptive fundraising models to navigate and thrive in uncertain environments. Now, more than ever, your organisation needs a resource development plan in place that provides a roadmap that you can adapt and manage during this uncertainty. Join Robert Osborne, Principal of The Osborne Group, for a practical masterclass where he will break down what you need to do now to get your plan in place and take control of your fundraising priorities for your mission success.

Participants will explore how to build donor trust during turbulence, diversify revenue streams, communicate your vision and impact with clarity, and maintain momentum even when the future is unclear. Through real-world case studies, interactive exercises, and facilitated peer learning, this session provides both inspiration and strategic guidance for fundraising in unpredictable times.

Learning outcomes

- Data and metric-focused scenario analysis and planning.
- Increase donor trust and retention.
- Communicating your vision and impact effectively and clearly.

Who should attend:

This session is designed for:

- Development professionals,
- Executive directors,
- Board members,
- and anyone responsible for securing philanthropic support in nonprofit organizations of all sizes.

Leading and managing • Rethinking strategy

Purpose-Driven Fundraising & Great Fundraising: The Critical Behaviours That Drive Rapid Growth

Nyasha J Njela
Revolutionise International (ZA)

Howard Lake
Revolutionise International (GB)

In today's competitive non-profit landscape, standing out requires more than just good intentions; it demands a clear purpose, strong leadership alignment, and authentic donor relationships. But what are the critical behaviours and leadership qualities needed to achieve and sustain Great Fundraising?

In this interactive masterclass, Nyasha Njela and Howard Lake will share evidence-based insights and practical case studies from Great Fundraising Organisation's work with organisations worldwide. The approach to Purpose-Driven Fundraising has helped organisations like Scoala Increderii in Romania achieve an impressive 390 % increase in income within a year, with projections to exceed 500 %.

This session will offer you practical strategies, real-world examples, and concrete steps to create exponential growth by aligning purpose, leadership, and strategy. Participants will also learn how to build genuine donor relationships that resonate deeply with shared values.

Learning outcomes

- The Key Behaviours Behind Great Fundraising: Proven actions and mindsets that drive rapid growth.
- Building an Organisational Culture for Growth: Aligning leadership, staff, and stakeholders behind a powerful fundraising vision.
- Creating a Single, Uniting Proposition: Finding the message that resonates with donors and energises your entire team.
- Releasing Investment in Fundraising: What's required to unlock substantial investment and what it can achieve.
- Driving High-Performance Fundraising: How leadership and inspiration can empower your team to achieve ambitious goals.
- Nurturing a Culture of Continuous Learning: Innovation as the secret ingredient for long-term success.
- Clarifying and Articulating Purpose: Positioning your organisation's mission to inspire genuine connections with donors.
- Navigating the Evolving Philanthropic Landscape: Particularly within emerging markets.

Who should attend

- CEOs and Executive Directors,
- Fundraising Directors,
- Senior Fundraising Managers,
- Mid-Level Fundraising Managers,
- Programs Staff (e.g., Program Directors, Managers, and Officers).

Suggested level of participants

- Very experienced fundraisers/leaders.

Rethinking strategy

DESIGN SPRINT MASTERCLASS: Build A Fundraising Campaign With AI

Kateřina Švidrnochová
AI & Technology Consultant (CZ)

Join an intensive, hands-on 4-hour masterclass where you will learn to rapidly design and build a fundraising campaign using artificial intelligence (AI) and creative problem-solving methods. Working in small teams, you will follow a structured process to deeply research your donors using large language models (LLMs), set clear campaign goals, and generate practical solutions step-by-step.

Throughout the session, you will develop advanced prompting skills, learning how to communicate effectively with AI tools to get meaningful results. With a variety of powerful tools at your fingertips – including ChatGPT, Claude, Dall-E, and more – you can tailor your masterclass experience based on your team's preferences and experience level.

By the end, you'll have created a practical, ready-to-launch fundraising campaign prototype customized to your organization's needs. Leave the workshop with new AI-powered skills, practical methods you can use immediately, and confidence in integrating AI into your everyday work.

Learning outcomes

By the end of this masterclass, participants will be able to:

1. **Understand and apply** a structured design-thinking process (Double Diamond) for solving practical problems.
2. **Perform deep research** using large language models (LLMs) to effectively analyze data and identify meaningful insights.
3. **Demonstrate advanced prompting skills**, crafting clear and effective prompts that produce precise, actionable outputs from AI.
4. **Confidently choose and utilize** a variety of AI tools (e.g., ChatGPT, Canva, Dall-E) to develop fundraising content tailored to their organization's needs.
5. **Create a realistic prototype** of a micro-fundraising campaign, including clear messaging, engaging visuals, and measurable goals.
6. **Collaborate effectively** in teams, ensuring meaningful participation and leveraging diverse skills and experiences.
7. **Reflect critically** on how AI can strategically enhance their fundraising and communication processes.

Participants will leave equipped with practical methods, relevant AI skills, and a tangible campaign ready for immediate use or further development.

Suggested level of audience

- Mixed Skill Levels

The masterclass specifically encourages participants of varying skill levels to collaborate, fostering a dynamic exchange of insights and accelerating collective learning through mutual mentorship and hands-on practice.

Rethinking strategy

Predictably Irrational: Why You Should STOP Listening To Your Supporters

Bernard Ross
=mc consulting (GB)

STOP? Sounds strange? It is. But it's also true. In this eye-opening and provocative keynote, Bernard explains why what supporters say often doesn't match what they do—and how you can use that insight to dramatically improve your fundraising. Based on the science of behavioural economics, and real-world results from global NGOs and cultural institutions, this session will help you understand what's really happening inside your donor's brain.

Packed with surprising insights, bold challenges to conventional wisdom, and fun experiments you'll take part in live, this session will give you a radically different perspective on your supporters—and a toolkit to boost giving immediately.

You'll discover how global organisations are using science-backed insights adapted by =mc consulting to dramatically boost fundraising effectiveness. Grounded in the work of Nobel Prize-winners Daniel Kahneman and Richard Thaler, plus Bernard Ross's bestselling books *Change for Good and Change for Better*, this session is packed with live experiments, practical tools and frameworks you can put to use right away.

You'll see the impact of this approach in museums and humanitarian agencies, in environmental campaigns and in helping supporters to avoid misinformation

What we'll explore

- Why people are predictably irrational—and how that can help your fundraising.
- How to use heuristics and subconscious drivers to influence behaviour.
- Emotional triggers that shape supporter decisions.
- Lessons from business psychology to improve supporter engagement.
- How to change behaviour without changing minds.

Learning outcomes

By the end of the session, you'll be able to:

- Differentiate between System 1 and System 2 thinking—and why it matters.
- Apply behavioural principles to improve supporter conversion and retention.
- Recognise common cognitive biases—your own and your audience's.
- Appreciate and avoid your own biases.
- Understand the importance of creativity in your supporter communication.

How you'll learn

- Fun experiments- live in the room!
- Interactive experiments and challenges.
- Real-world case studies.
- Direct application to your own fundraising scenarios.

Suggested level of participants

- This plenary is suitable for all.

Leading and managing • Rethinking strategy

More Than Ever, You Matter: How Fundraisers Can Lead When The World Feels Broken

Kay Sprinkel Grace

Transforming Philanthropy (US)

We look to leaders in times of crisis – and in times of crisis we all must think like leaders – even if we are not the designated leader. As fundraisers, we have unique knowledge and skills to offer: we embrace the mission of our work and are effective at engaging others as participants in our work. We are skilled at leading from where we are, embracing dispersed leadership as we work to restore or maintain the institutions that we value and respect in our countries.

We communicate our impact and invite further investment in our work. The inspiration for our leadership comes from knowing that the impact of our work is measured by how people are changed. Our missions are not "what" we do; they are "why" we do it. And our "why" becomes ever more inspirational in times of crisis. Kay will close our conference with an inspiring message about how we can lead from wherever we are to help heal this broken world, and why we, as mission-guided fundraisers, matter more than ever during times of change.

Who should attend

- Everyone

Leading and managing

An Introduction To Prospect Research

Lynda Harwood-Compton

Latch Fundraising (GB)

This session will not only introduce you to the mechanics of prospect research, but also teach you how to carry it out effectively and confidently – saving you time and resources.

Learning outcomes

- Understand the set-up and structure of Prospect Research.
- Recognise the research stages and understand how to complete each of these stages confidently.
- Successfully identify prospects and confidently use resources online to identify and qualify prospects.
- Classify a donor's wealth and estimate their gift capacity.
- Ensure due diligence on prospects is carried out, including the use of due diligence and ethical checks.

Who should attend

- Partnerships and Philanthropy Fundraisers.
- Suggested level of participants
- Beginners.

Fundraising from the many

Beyond Belief: Can/How Impact Reporting Builds (Or Breaks) Trust

Ligia Peña

GlobetrottingFundraiser (CA)

Fundraisers around the world know that trust is the foundation of strong, lasting donor relationships. But how is that trust actually formed, and what role does impact reporting play in building and sustaining it? This session takes a deep dive into what existing research tells us about trust in the context of philanthropy. Drawing from international academic and practitioner studies, we'll explore how trust, confidence, and perceptions of impact influence donor decision-making—across all types of giving.

While we won't be reporting original findings (yet!), we will unpack key concepts, question assumptions, and invite participants to reflect on their own communications and stewardship practices. Through interactive group exercises and global examples, attendees will explore:

- How donors interpret and respond to evidence of impact.
- The psychological and relational drivers of trust in charitable giving.
- What builds—or quietly erodes—donor confidence over time.
- Practical ways to reframe reporting and storytelling to deepen engagement.

Whether you're working in major gifts, regular giving, or community fundraising, this session will equip you with a deeper understanding of how trust operates—and a few tools to strengthen it in your own work. Come ready to think, question, and collaborate.

Learning outcomes

- Explain the role of trust and confidence in donor decision-making, drawing on key findings from academic and practitioner research.
- Identify the elements of impact reporting that positively influence donor trust, and recognise common pitfalls that may undermine it.
- Evaluate their organisation's current donor communications through the lens of trust-building and transparency.
- Apply practical strategies to strengthen donor confidence using improved messaging, storytelling, and evidence of impact.

Who should attend

- Fundraisers.
- Communication experts.

Suggested level of audience

- Intermediate fundraisers/leaders.

Fundraising from the many

Breaking Up With Big Tech: Fundraising On Your Own Terms

Nico Voskamp

Bits of Freedom (NL)

Digital fundraising has changed — so what should charities be doing now, and how do they keep up?

Join us for a session that will help you get started or get better at digital fundraising. We'll share examples from across Europe, including real-life experiences navigating the shifting digital landscape. From finding quality leads and donors to adapting strategies on different budgets, we'll explore what's working, what's not, and where the biggest opportunities lie.

You'll walk away with practical steps you can take — no matter your budget or team size — to make the new digital landscape work for you. Expect an engaging, interactive session with clear takeaways and visual examples to keep things practical, as well as some free digital giveaways.

Learning outcomes

1. A BROAD, TOP-LEVEL understanding of the changing digital landscape, including benchmarks and strategic direction for the management level.
2. A DETAILED understanding of the TACTICS and STRATEGIES being employed to make the most of the opportunities in this new landscape, for those delivering campaigns.
3. A clear sense of HOW charities and their agency partners can make digital lead generation, value exchange and email work for income generation.

Who should attend

Individual giving fundraisers,

- Charities of all sizes.

Suggested level of participants

- Beginners.

Fundraising from the many

Building A Successful Regular Giving Programme: Insights, Strategies, And Lessons Learned

Mantas Putys

SOS Children's Villages Lithuania (LT)

This session offers a comprehensive overview of how to launch and scale a regular giving programme within a nonprofit organisation.

Participants will learn where to begin when starting from scratch, how to design an effective donor journey, and how to implement actionable strategies that support long-term fundraising success.

The session will also explore what it takes to build in-house call centre and face-to-face fundraising teams. Attendees will benefit from real-world lessons—gaining insight into common pitfalls and how to avoid them in order to accelerate results.

Learning outcomes

By attending this session, participants will gain valuable insights and practical knowledge to strengthen or establish a successful regular giving programme. Specifically, they will learn:

- How to Get Started
- Clear guidance on where to begin when building a regular giving programme from the ground up.
- The Power of Donor Retention
- An understanding of how to design a compelling donor journey that fosters long-term relationships and loyalty.
- Agency Partnerships Demystified
- A balanced look at the pros and cons of working with external agencies, helping organisations make informed strategic decisions.
- Building In-House Teams
- Practical advice on setting up and managing an internal call centre and face-to-face fundraising teams effectively.
- Lessons from Experience
- Actionable insights drawn from real-world mistakes, enabling participants to avoid common pitfalls and fast-track their progress.

This session is designed to equip fundraisers with concrete tools and strategies to build or refine a regular giving programme while navigating challenges with confidence and clarity.

Who should attend

- Fundraising managers,
- Organisational leaders from nonprofits that are either already engaged in individual regular giving or planning to take their first steps in developing a face-to-face (F2F) fundraising programme from scratch.

Suggested level of participants

- Intermediate fundraisers and leaders.

Please take a moment to evaluate each CEEFC workshop at

bit.ly/ceefc2025

Your feedback is valuable and will assist us and our speakers in making improvements.

Thank you.

CEE FUNDRAISING CONFERENCE

Communication and storytelling

Creating Story-Led Fundraising Strategies

Andy King

Fireside Fundraising (GB)

Fundraising, fundamentally, is storytelling. Where companies have the opportunity to sell you something – a chocolate bar, a glass of wine, a holiday – charities rely on donors buying into our stories.

However, these stories can be hard to find – and even harder to shape. When you know you need money, it can be tempting to lead with a target, or a solution, rather than a problem to solve. You can end up missing major opportunities because you can't explain why you do what you do in a simple, emotional way.

This session will guide you through a five-step storytelling process. You'll learn how to find, shape, and tell stories in a way that connects donors emotionally to your cause. We'll feature a live demonstration of turning a case study or a scrap of an idea into an emotional, simple story. Then you will get a chance to use these tools for yourself. You will leave equipped and inspired to build deeper emotional connections with your donors.

Learning outcomes

1. How donors decide which charities to give to.
2. Why donors should choose your charity.
3. How to articulate that simply.

Who should attend

- All fundraisers.

Suggested level of participants

- Intermediate fundraisers/leaders.

Fundraising from the few • Rethinking strategy

Engaging The Next Generation Of Donors

Lynda Harwood-Compton

Latch Fundraising (GB)

With a younger generation starting to disrupt the 'traditional' ways of philanthropy, is your organisation ready to embrace the change? As we look to a new generation of donors, it is now more important than ever for charities to align their understanding of what drives and engages donors and prospects.

Learning outcomes

- Understand the shift in our donors' profiles and how to adapt to this change in cohort.
- Recognise what charities and your specific organisation must do strategically to evolve with these new donors.
- Value the opportunities and challenges which come with this new generation of donors.
- Understand the world of a NextGen donor, their values, and philosophies.
- Know how to not only successfully target NextGen donors, but also how to expertly cultivate these relationships.
- Who should attend
- All fundraisers.
- Suggested level of participants
- Beginners.

Fundraising from the many

From Monthly To Monumental: How Regular Giving Unlocks Legacy Potential

Ligia Peña

GlobetrottingFundraiser (CA)

Monthly donors are the unsung heroes of fundraising—loyal, consistent, and often deeply aligned with your mission. But what if we told you they're also your best prospects for legacy giving? In a fundraising world obsessed with short-term ROI, it's easy to overlook the goldmine hidden in your regular giving file. Monthly donors aren't just paying the bills—they're telling you, month after month, "I believe in you." That level of commitment is rare—and powerful. And when nurtured strategically, it can evolve into something truly transformational: a gift in their will.

This session explores the critical link between monthly giving and legacy potential. We'll look at what the research says about donor loyalty, lifetime value, and the psychological drivers behind both types of giving. You'll learn how to recognise the signals that a monthly donor is ready to deepen their relationship—and how to move them forward with confidence, empathy, and purpose.

Packed with practical examples, data-backed insights, and ready-to-use ideas, this session will challenge you to think beyond the "ask" and focus on building relationships that last a lifetime—and beyond. If you're serious about growing your legacy pipeline, it's time to rethink how you treat your monthly donors.

Learning outcomes

- Understand the behavioural and emotional overlap between monthly and legacy donors.
- Recognise the key indicators that suggest a monthly donor may be open to legacy conversations.
- Learn how to adapt stewardship and messaging to deepen monthly donor relationships.
- Develop practical strategies to integrate monthly giving into your long-term legacy fundraising pipeline.

Who should attend

- Fundraising professionals from a variety of non-profits.

Suggested level of audience

- Intermediate fundraisers/leaders.

Leading and managing

Fundraising Without Burning Out: 10 Strategies For Sustainable Leadership

Kay Sprinkel Grace

Transforming Philanthropy (US)

Turnover in the fundraising profession has always been high, but with the pressure and issues confronting us now, it is even higher. The sustained leadership of our NGOs is a critical factor in the stability of our countries and in fulfilling our organisational missions. Kay Sprinkel Grace, NGO leader from the US, sees resilience – your internal ability to rebound and renew yourself – as the key to avoiding burnout and sustaining your leadership.

Learning outcomes

Kay's 10 strategies have helped many people, including herself, at times when crises seemed to overwhelm the energy to confront them. A session that will give your personal development a boost and help you navigate the road ahead as you create your own personal plan for overcoming burnout.

Who should attend

- Fundraisers.
- CEOs,
- Consultants.

Suggested level of participants

- Mid-career to very experienced fundraisers, CEOs, consultants.

Fundraising from the many

Gone But Never Forgotten: Starting A Powerful In-Memory Giving Programme

Ligia Peña
GlobetrottingFundraiser (CA)

In-memory giving is a deeply personal and powerful way for supporters to honour the lives of loved ones while creating meaningful change in the world. These gifts—whether made in lieu of flowers, through tribute funds, or at memorial events—are often motivated by profound gratitude and grief. And yet, many non-profits overlook in-memory giving or don't know where to begin.

This practical session will demystify in-memory giving and show you how to build a respectful, compassionate, and effective programme—no matter your organisation's size or budget. We'll unpack what in-memory giving is, how it differs from other donation types, and the most common ways people give in memory. You'll learn how to lay the foundation for an in-memory programme, from setting up simple donation mechanisms and tribute options to choosing the right language and stewardship approach.

Crucially, we'll explore how to engage these emotionally motivated donors with sensitivity and integrity—without overstepping. We'll discuss best practices for acknowledging their gift, demonstrating impact, and offering meaningful opportunities for continued connection. You'll also discover strategies to encourage repeat and regular giving from in-memory supporters while maintaining empathy and respect for their motivations.

Packed with examples, templates, and a clear action plan, this session is your starting point to build or strengthen an in-memory giving programme that honours loss and builds lasting support.

Learning outcomes

- Understand what in-memory giving is, how it works, and why it matters to donors and organisations.
- Identify different types of in-memory giving and the tools needed to support them (e.g. tribute pages, funeral donations).
- Engage in-memory donors with empathy and effective stewardship practices.
- Encourage repeat or regular giving from in-memory donors in a respectful and values-aligned way.

Who should attend

- Fundraising professionals from a variety of non-profits.

Suggested level of participants

- Beginners.

Fundraising from the few

How To Build Partnerships Companies Will Pay For

Andy King
Fireside Fundraising (GB)

Two of the most challenging questions in corporate fundraising are:

1. What do we offer to companies?
2. How much do we ask them for in return?

The answers to these questions have real-world consequences. Our Director, Andy, was once in the room with a horse welfare charity when a trustee suggested that a bank "basically owe us €1,000,000" simply because it had a horse in its logo. Andy was also the one who persuaded a charity to increase their ask to a partner from €5,000 to €50,000 – and not only did they do it: they got a yes. The value of that approach increased tenfold through confidence alone.

As a relatively young profession, corporate fundraising lacks a substantial evidence base. While we can draw inspiration from business-to-business approaches, not everything translates. The best we can do is learn from our peers and adapt what feels right for our context.

This session will take you through the most commonly used models charities employ to answer these questions and help you begin planning your own partnerships strategy – ensuring you can build partnerships companies will pay for.

Learning outcomes

1. How to build a corporate partnerships menu.
2. How to price a corporate partnership.
3. How to lead corporate negotiations.

Who should attend

- Corporate Fundraisers

Suggested level of participants

- Beginners

Communication and storytelling • Rethinking strategy

Inspiring Generosity: How Donor-Centric Fundraising Is Changing The World In Two Different Ways

László Bodor
OneKind (RO)

Although retaining donors is more cost-effective than acquiring new ones, and building donor loyalty makes fundraising truly efficient and meaningful, nonprofits often struggle with inspiring lasting generosity among their donors. This leads to poor retention rates and lost opportunities. Yet, when people support causes they care about, they tap into one of the most meaningful expressions of generosity.

Research shows that generosity, when practised over time, also benefits donors themselves, improving mental health, strengthening relationships, enhancing physical health, and increasing happiness. Fundraising, through proper donor stewardship, can foster a more sustainable generosity in its donors, shaping long-term generosity behaviours by inspiring them, focusing on their needs, building habits, trust, and belonging. Given the positive impact of generosity on people's lives, inspiring them to get involved and deepening their generosity over time not only makes fundraising flourish, but it is another way nonprofits can change the world.

In this session, I will share key research findings on generosity and present donor stories to show how supporting a cause can positively impact their lives. We will explore the critical role of powerful fundraising communications and donor stewardship in inspiring and nurturing generosity with examples and best practices. I will also highlight helpful resources fundraisers can use to inspire deeper, more lasting generosity among their supporters.

Learning outcomes

- Participants will deepen their understanding of generosity, gain insights into how donor-centric fundraising cultivates lasting generosity, and learn about the essential elements of impactful fundraising communications and donor stewardship.
- They will become aware that when nonprofits excel in fundraising, they change the world not only by advancing their mission but also by improving their donors' lives.
- By attending this session, fundraisers will gain greater confidence, courage, and motivation to approach donors and make meaningful asks.

Who should attend

- Fundraisers,
- Communication Specialists,
- Fundraising and Communication Managers.

Suggested level of participants

- Intermediate fundraisers and/or leaders.

Leading and managing

Rethinking strategy

Keep The Best, Leave The Rest: Proven Wisdom Meets Next-Gen Tools

Kay Sprinkel Grace
Transforming Philanthropy (US)

László Bodor
OneKind (RO)

Overwhelmed with new technologies that claim to make your life easier as you connect with more and more donors? Wondering which of the already existing tools and techniques to keep while adapting to new ones? Kay Sprinkel Grace, who has 40 years of successful experience in NGO fundraising in the US and globally, and Laszlo Bodor, NGO founder and leader from Romania, represent different generations of fundraising experience. They will look at the array of "tools and techniques" available to fundraisers and help you identify the most effective approaches for attracting, cultivating, engaging and keeping your donors.

Who should attend

- Fundraisers,
- Development strategists,
- Consultants.

Suggested level of participants

- Beginner through decision-makers.

Communication and storytelling • Fundraising from the few

Making The Ask – Get Ready To Adopt A Whole New Approach To Major Donor Solicitation

Bernard Ross

=mc consulting (GB)

If asking for money makes you nervous, you're not alone. But there is a smarter, science-backed way to approach major donor and high-stakes fundraising. In this dynamic session, Bernard shares five proven steps for building confidence, connecting with prospects, and securing transformational gifts—whether you're approaching individuals, companies, foundations, or board members.

This workshop will introduce participants to 20 radical tools drawn from behavioural science. The model has helped a UN agency secure $350M in the Gulf, a major US conservation charity to raise $14M for a primate sanctuary in Rwanda, and a Scottish museum to meet its $50M target. The session is based on the Amazon best seller *Making the Ask* – by Bernard Ross and Clare Segal.

This session shares five key stages for any successful ask:

- Passion – creating the most powerful emotional state for yourself and your prospect that addresses their concerns and motivations.
- Proposition – shaping your Case for Support to make it easy for the prospect to understand and see how they can help.
- Preparation – getting ready to meet an individual by designing a well-formed outcome and anticipating the challenges.
- Persuasion – building fast, comfortable rapport and adjusting to your prospect's communications and decision preferences.
- Persistence – handling challenges and objections effectively, and where appropriate, analysing what led to repeatable success.

Learning outcomes

At the end of the session, participants will be able to:

- Understand how to work through the five stages of effective solicitation.
- Build rapport with prospects who are very different from them.
- Use a selection of the 20 tools effectively

Learning opportunities

- Case studies.
- Small group exercises.
- Interactive activities.
- Chances to apply the learning to your work.

Suggested level of participants

- This workshop is suitable for all.

Fundraising from the many

Mastering Facebook, Email & Your Website For Fundraising

Sarah Crowhurst

Hynt (GB)

Digital fundraising has changed — so what should charities be doing now, and how do they keep up?

Join us for a session that will help you get started or get better at digital fundraising. We'll share examples from across Europe, including real-life experiences navigating the shifting digital landscape. From finding quality leads and donors to adapting strategies on different budgets, we'll explore what's working, what's not, and where the biggest opportunities lie.

You'll walk away with practical steps you can take — no matter your budget or team size — to make the new digital landscape work for you. Expect an engaging, interactive session with clear takeaways and visual examples to keep things practical, as well as some free digital giveaways.

Learning outcomes

1. A BROAD, TOP-LEVEL understanding of the changing digital landscape, including benchmarks and strategic direction for the management level.
2. A DETAILED understanding of the TACTICS and STRATEGIES being employed to make the most of the opportunities in this new landscape, for those delivering campaigns.
3. A clear sense of HOW charities and their agency partners can make digital lead generation, value exchange and email work for income generation.

Who should attend

- Individual giving fundraisers,
- Charities of all sizes.

Suggested level of participants

- Beginners.

Fundraising from the many

Mobilisation 101: Making Meta Work For Your Fundraising

Joshua Leigh

Hynt (GB)

Mobilisation and lead generation for building fundraising programmes that are audience-first, sustainable and will withstand the huge, critical shifts in the digital advertising landscape (things like the Digital Services Act restricting targeted advertising; Chrome killing the cookie in 2024; Meta weaker performance in the wake of iOS14).

In this changing digital advertising landscape, we're seeing the declining performance of direct-to-donation asks, and a huge opportunity for 2-step and lead generation to build cash file by email and to build RG by telemarketing.

With our clients, we have developed and tested several exciting new lead magnets, like values-led hand-raisers as well as audience-led digital Val-ex items that excite, delight and connect audiences with the cause they care about in new ways. The goal is to create something that serves an audience need and create a shared vision for the world – a collaborative, values-driven proposition, rather than a traditional need/solution story.

As the digital advertising platforms shift, and consumer expectations evolve to a place where they want a little something extra as they do good, our clients have worked to create products that address new habits, new technologies and overall create a sustainable programme for digital fundraising, in 2025 and beyond. We'll show participants how they can get started, with an exercise template that helps them develop their own lead magnets, and a hands-on demonstration of how to get the basics right on Meta and Email to bring it to life.

The big task for charities around the world right now – let's put the audience first, and the money will follow.

Learning outcomes

- A broad understanding of digital fundraising best practice,
- A detailed understanding of the 'mobilisation model', based on lead generation and income generation,
- A clear understanding of how to get started, including benchmarks, creative best practices and planning templates.

Who should attend

- Individual Giving Teams at all levels.
- Suggested level of participants
- Intermediate fundraisers/leaders.

Rethinking strategy

Pipeline To Impact: Designing Donor Journeys That Deliver

Robert C. Osborne, Jr.

The Osborne Group (US)

Building sustainable growth through an effective donor pipeline and strong supporter journeys.

A thriving donor pipeline is the backbone of sustainable revenue growth, but achieving it requires more than just acquiring any gift from any donor. The key lies in identifying the right donors and cultivating meaningful relationships through strong supporter journeys to maximise their giving potential.

This interactive workshop will explore how a fully integrated fundraising strategy, in which every element works together seamlessly, ensures a steady stream of engaged, well-stewarded donors.

Designed for fundraisers working with donors of all levels, from individual giving through to major gifts, the session will give you the tools and insights to transform your development operation into a high-growth powerhouse. With lessons from real-life case studies from different global regions, you'll be supported to improve donor acquisition, boost retention, and elevate your organisation's fundraising ROI.

Learning outcomes

- Learn to identify and move donors from their first gift to mid-level and, ultimately, to major gifts.
- Find out how to maximise retention and engagement through cohesive and complementary fundraising efforts.
- Consider how to maximise your donor pipeline.

Who should attend/Suggested level of participants

- Intermediate or advanced fundraisers and leaders,
- Or at least people who influence their whole giving program.

Communication and storytelling

Rewired To Connect @ CEEFC 2025: From Conversations To Collaborations For Change

Katarína Bartovičová
Slovak Fundraising Centre (SK)/ EDRi (BE)

Michal Marguš
Compass of Regeneration (SK)

After a dynamic first conference day filled with presentations, insights, and fresh ideas, we invite you to round off Thursday by connecting with fellow participants at our meet & mingle networking session.

This informal gathering is open to everyone and designed to bring together the full spectrum of conference attendees – whether you're a newbie joining us for the first time or an experienced long-standing participant.

In a welcoming atmosphere, guided introductions led by Katarína and Michal and informal conversations will offer a unique chance to expand your professional network, exchange fundraising ideas, and explore opportunities for potential future collaborations across Central and Eastern Europe (and beyond).

Learning outcomes

- Enhancement of professional network – through face-to-face connection and exchange with like-minded fundraising professionals and other experts in our ecosystem.
- Discovering and learning about new trends & innovations in fundraising – through best practice (and failure!), ideas and insights sharing.
- Exploring partnership & collaboration opportunities based on shared interests and goals.
- Fun & energy booster.

Who should attend

- All conference participants.

Suggested level of participants

- All levels.

Fundraising from the many

Telefundraising In The Digital Age: Best Practices And Case Study

Zdeněk Struska
CRM For Nonprofits (CZ)

This session will showcase how modern technology can transform telefundraising into a powerful tool for building stronger donor relationships. Using a real-world case study, we will demonstrate how integrated digital systems can streamline calling campaigns, automate workflows, and provide actionable reporting and analytics. Participants will leave with practical insights and proven strategies to boost efficiency, donor engagement, and long-term retention.

Learning outcomes

- Understand best practices for running effective telefundraising campaigns.
- Learn how to use integrated digital tools for seamless donor outreach.
- Explore how automation and reporting enhance efficiency and ROI.
- Gain actionable tips to apply immediately in your own telefundraising strategy.

Who should attend

- Fundraising managers,
- Individual giving specialists,
- Donor care teams,
- CRM/tech leads in non-profits.

Suggested level of participants

- Beginners

Fundraising from the few

What We Want From Companies – And What They Need From Us

Maja Rusan

Red Noses Croatia (HR)

In this session, Maja wants to help you form – or reframe – your mindset around corporate fundraising. She will prepare you to show companies that the best investment is the one made in society. The return on that investment is not only certain, but often priceless.

Society is everyone's responsibility, and society is made up of people. People work in companies, make decisions in companies, and can choose to engage. That's precisely why it's important to understand that each individual is a valuable and integral part of the whole.

It is also vital to show companies the many ways they can contribute – and this is where creativity is limitless. Everyone can be involved in supporting a cause, acting in line with their values and capacities.

And remember: when you gain support from a company, your journey doesn't end – it just begins. How long it lasts, and who else joins along the way, is up to you.

Learning outcomes

- How to develop the right mindset when approaching companies.
- Corporate partnerships as a two-way street: what companies need from us.
- What we can ask from companies in return.
- Real-world examples and creative possibilities for collaboration.
- Understanding ESG: where we fit and how to communicate it.
- Engaging the people within companies – decision-makers and champions.
- The importance of donor care and nurturing potential supporters.

Who should attend

- Fundraisers who are beginning or already experienced in corporate fundraising.
- Leaders looking to refresh their mindset, tools, and strategy.
- Anyone interested in building meaningful corporate partnerships.

Suggested level of participants

- Intermediate fundraisers and leaders.

Communication and storytelling • Fundraising from the many

21 Practical Improvements For Your Email Marketing

Szczepan Kasiński

Armiger (PL)

Every fundraiser knows that email marketing is the basis of effective donor communication. But did you know that most organisations fail to fully harness the potential of this communication channel? In this hands-on presentation, you'll explore 21 proven strategies to enhance the effectiveness of your email marketing significantly. From newsletter promotion and advanced audience segmentation to reactivating dormant contacts, each technique is tested and field-proven. You'll learn how to increase open rates, improve click-through rates, and convert one-time donors into regular supporters. This isn't theory – these are concrete tools you can implement the very next day.

Learning outcomes

After this presentation, participants will be able to build an effective audience segmentation system that tailors messaging to different donor groups and implement a strategy for reactivating inactive contacts. They will master techniques for optimising subject lines, send timing, and call-to-action elements to increase recipient engagement. They will also learn to identify reasons for newsletter unsubscribes and effectively eliminate them. Participants will discover methods for creating a fundraising funnel that systematically builds relationships with donors, and practical ways to conduct A/B testing even in small organisations. They will learn how to implement various levels of content personalisation, use automation to build long-term relationships, and measure the true ROI of email marketing in fundraising and present its value to the organisation's board.

Who should attend

- Fundraisers,
- Digital fundraisers,
- Communication specialists.

Suggested level of participants

- Intermediate fundraisers and team leaders.

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