



**Amy Cameron**

Forward Action (GB)

**Paul de Gregorio**

Rally (GB)

## **Building Big Digital Movements: How Charities Can Apply The Strategies And Tactics Of Movement Building To Engage The Public At Scale**

### **Masterclass**

**Speaker:** **Paul de Gregorio** Rally (GB)  
**Amy Cameron** Forward Action (GB)

**Date:** **Wednesday 9 October 2019** – 14:30-18:00

**Venue:** Austria Trend Hotel, Vysoká 2A, Bratislava, Slovakia

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**14:00-14:30 >>** **Delegate Registration for the Masterclass Program**

**14:30-16:00 >>** **Part 1**

**16:00-16:30 >>** **Coffee Break**

**16:30-18:00 >>** **Part 2**

Organisations from all over the world have used digital techniques as the catalyst to build or harness the energy of existing movements in order to bring about the change they want to see.

Greenpeace, the ACLU and countless political campaigns from all over the world (Obama through Bernie & Trump to Zuzana Čaputová in Slovakia) have all applied movement building techniques to their successes and we can learn a lot from them.

In this masterclass Amy and Paul will explain the theory behind movement building and how it applies to charities all over the world. They will also give examples of how they have put into practice the strategies and tactics of movement building to drive charity's public engagement, campaigning and fundraising strategies.

This session will leave you with the inspiration, knowledge and examples to enable you to build a big digital movement at your organisation.



### **Learning outcomes:**

- An understanding of movement building and digital engagement techniques;
- An understanding of best practice for email list growth and conversion to action.

### **Who should attend:**

- Fundraisers;
- Campaigners;
- Directors of all levels and disciplines who want some inspiration.

**Paul** is the founder of Rally and leading digital engagement & mobilisation strategist. Paul has worked with charities and membership organisations all over the world, including (but not limited to) Cancer Research UK, American Civil Liberties Union, Humane Society of the United States, Amnesty International, Terrence Higgins Trust, Oxfam, Greenpeace, The Labour Party, UNICEF UK, Save the Children, WWF and Friends of the Earth – to deliver fundraising and campaigning activity that engages the public and inspires them to take action.

Paul was previously Director of Digital Engagement at Open, a UK fundraising and communications agency where he pioneered the use of mobile as an engagement and recruitment tool in the UK, Australia and the USA. During his time at Open Paul set up Open's sister company, Open Mobile Global, a leading payment and messaging company. Prior to that, he was client services director at the UK's leading telephone fundraising agency.

**Amy** is Head of Client Partnerships and Strategy Advisor at Forward Action. She works with charities to plan digital movement building programmes that deliver measurable results for fundraising and campaigning. Prior to Forward Action, Amy was a director of the British charity, 10:10 Climate Action. She was responsible for raising organisational funding and delivering campaigns which used crowdfunding to engage new audiences in climate change.