



CEE FUNDRAISING
CONFERENCE

14 – 16 Oct 2026
Bratislava | SK



RETHINK. RESHAPE.
RECONNECT.

Wednesday, 14 October 2026

Masterclasses

- 12:30 – 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, 15 October 2026

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, 16 October 2026

- 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**





Leyre Ayastuy

Upsall International (ES)

Leyre is a Senior Consultant at Upsall International, bringing over 20 years of expertise in legacy giving and fundraising strategy. Based in Madrid, she leads HazTestamentoSolidario.org, uniting 27 organisations to grow legacy giving across Spain. An experienced fundraising trainer, Leyre designs and delivers workshops on legacy fundraising and strategy for conferences, boards and fundraising teams, sharing fresh perspectives and practical tools. With more than 25 years' professional experience, including senior roles in media with PRISA Group, Leyre combines her background in fundraising and marketing to help organisations innovate, collaborate and achieve greater impact.

- **Growing Legacy Giving: The Spanish Consortium Experience**



Katarína Bartovičová

Slovak Fundraising Centre (SK)/EDRi (BE)

Katarína spent more than a decade at Greenpeace Central & Eastern Europe, initially focusing on keeping a close eye on the organisation's finances and ensuring the Greenpeace Slovakia office didn't fall apart, and later on fundraising from individual donors for complex 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 Brussel-based digital rights advocacy group, the European Digital Rights (EDRi), as a Senior Fundraising Manager. In addition to working for EDRi, Katarína provides fundraising consultancy, delivers fundraising trainings and together with her colleague & lifelong friend, Eduard Marček, co-organises the CEE Fundraising Conference, an annual flagship event of the Slovak Fundraising Centre taking place since 2010 in Bratislava. In the rare moments she's not chasing unrestricted income, she enjoys making upcycled jewelry from old watch/clock parts, jewelry fragments, and the like, found at antique shops, curiosities and oddities markets across Europe, under Steampunk Queen Jewelry brand and keeping her 4 cats thoroughly spoiled.

- **Holistic Approach To Fundraising: A Practitioner's Perspective**
- **Hope In Times Of Disruption**





David Conway

Amnesty International (GB)

David is Regional Fundraising Manager for Europe at Amnesty International, where he works with fundraising leaders and teams across diverse European markets to strengthen performance, develop sustainable income and turn fundraising strategies into practical delivery. He has worked in fundraising for almost 20 years. He began his career in traditional direct marketing at a commercial agency before moving into the NGO sector in 2007. Starting as a Direct Marketing Executive, he progressed through senior individual giving and management roles, eventually becoming Head of Direct Marketing, Data and Supporter Care. He subsequently moved into fundraising consultancy and international fundraising. David has worked for three UK Disasters Emergency Committee (DEC) member charities, spearheading mass-market fundraising during major humanitarian emergencies. While his experience spans the full range of individual giving disciplines, his particular practical expertise lies in donor acquisition: reaching new audiences, inspiring people to respond and turning that initial response into a longer-term relationship.

His career spans several generations of fundraising. His early work was grounded in traditional direct marketing, but he was also involved in the early adoption of SMS and mobile fundraising in the UK during the early 2010s. He later developed extensive experience in direct response television (DRTV) for donor acquisition. Since then, his work has encompassed regular giving, face-to-face fundraising, digital acquisition, lead generation, telemarketing, retention and supporter development. This has allowed him to see first-hand how fundraising has evolved in response to changes in technology, media and supporter behaviour.

Working across Europe now gives David a broad perspective on the challenges facing both established and developing fundraising markets—from building programmes and improving performance to responding when previously reliable acquisition models are disrupted. His work combines strategic oversight with hands-on experience. Alongside his regional role, he has served as Interim Fundraising Director for Amnesty International Portugal. He also works closely with fundraising directors across Europe, providing advice, coaching and practical support on growth, investment decisions and fundraising performance.

David strongly believes in collaboration and learning between markets. He regularly creates and facilitates opportunities for fundraising leaders and specialists to exchange experience and learn from one another. Most recently, he played a leading role in Amnesty International's 2026 European Fundraising Skillshare in Berlin, which brought together fundraising leaders and specialists from across Europe to examine emerging challenges, share evidence and explore how the sector should adapt.

He is particularly interested in the point where data, creativity and human behaviour meet. His focus extends beyond whether a fundraising programme is performing to understanding why people respond, what makes a proposition compelling and how these insights can be translated into stronger public engagement and sustainable income growth. When speaking about fundraising, David combines an international perspective with practical experience and evidence from the market. He is as interested in what has not worked as in what has, believing that some of the sector's most valuable conversations happen when practitioners share both openly and practically—without pretending that there is a single formula for success.

- **Life After The Meta Ad Ban:
How Five European Sections Of
Amnesty International Adapted
To The New Reality**



Cătălin Dinu

2doGood Communication (RO)

Cătălin is a fundraising and nonprofit communications expert with over a decade of experience in the Romanian NGO sector. He is the co-founder of 2doGood, a communications and fundraising agency specialising in supporting nonprofits, and the founder of the Center for Communication Resources, an initiative dedicated to strengthening fundraising, governance and strategic communication across the sector. His main areas of expertise are fundraising communications and nonprofit management. Cătălin has provided consultancy and training for over 100 organisations in Romania and the Republic of Moldova, and has served in both fundraising and leadership roles. As Executive Director of a national nonprofit in the social field, he led the organisation through a significant period of growth, helping it evolve from a small initiative into a nationally visible organisation.

He has led or contributed to campaigns focused on individual digital giving, corporate fundraising and donor stewardship. In recent years, he has worked with several major national organisations in Romania, supporting narrative repositioning, fundraising infrastructure development and strategic planning processes.

In parallel, Cătălin teaches public relations at the University of Bucharest and is pursuing a PhD in philanthropy communication. He also conducts research on the nonprofit sector in Romania as part of his academic and professional work. Over the past three years, he has facilitated workshops at conferences and sector events across Central and Eastern Europe.

- **MASTERCLASS: Building Campaigns That Actually Work**
- **The Anatomy Of Viral Fundraising**



Richard Docwra

ChangeStar (GB)

Richard is a coach, writer and consultant working with leaders, professionals and private individuals to help them gain perspective, challenge the way they see things, and live more meaningful, authentic and considered lives. He has an academic background in psychology and philosophy and over 30 years' experience of providing strategic and creative consultancy to help a wide range of progressive causes, such as Oxfam and the Green Party, to achieve greater impact and grow their income. He is the director of the fundraising and social change agency ChangeStar and the not-for-profit Life Squared.

He has written many books on psychology, philosophy, politics and the art of living, including 'Humanise: how knowing ourselves could change the world' and 'Life – and how to think about it'. Richard is also the host of the podcasts 'Humans & Hope', 'Making the world better' and 'The Big Questions with Copson and Docwra'.

See www.richarddocwra.com for more details, including his coaching services.

- **Doing Good Without Burning Out: How To Look After Yourself And Your Team**
- **Hope In Times Of Disruption**



Claire Fernandez

FIAN Belgium (BE)

Claire co-leads the strategic vision, impact and fundraising of the Belgian section of FIAN International (FoodFirst Information and Action Network), a human rights organisation advocating for the right to food and nutrition. She also oversees the organisation's internal governance. Before joining FIAN Belgium, Claire served for more than six years as Executive Director of the Brussels-based digital rights advocacy group European Digital Rights (EDRi), leading both the organisation and its network – the largest European network advancing rights and freedoms online, comprising more than 50 civil rights organisations – before stepping down in the summer of 2025.

Before that, Claire was Deputy Director of the European Network Against Racism (ENAR). Earlier in her career, Claire worked as an independent human rights consultant, leading the Open Society Foundations' campaign on the reform of the European Court of Human Rights and contributing to the revision of the Council of Europe Commissioner for Human

Rights' report on the human rights of Roma. She also served as an adviser to the Council of Europe Commissioner for Human Rights. Between 2008 and 2010, Claire represented the Organization for Security and Co-operation in Europe (OSCE) in Bosnia and Herzegovina and Kosovo, advising local authorities on good governance and the protection of minority rights. In June 2023, Claire was appointed to the Supervisory Board of the Centre for Research on Multinational Corporations (SOMO) in the Netherlands, on which she continues to serve. Outside of work, Claire enjoys spending time with her family and friends, working out, cooking and contributing to an anti-extractivism collective from the Balkans.

- **Holistic Approach To Fundraising:
A Practitioner's Perspective**



Martin Georgi

German Fundraising Association (DE)

Martin Georgi is chair of the German Fundraising Association and a consultant for social organisations (strategy, organisational change, fundraising and development). He was director of the WSCF, Christian Movement for Peace, European Youth Forum, Amnesty International Germany, CBM, and Aktion Mensch.

- **Rethinking Relationship
Fundraising – From Donor Management
To Community Building**





Lyubov Krokhmalna

Pledge Peak (UA)

Lyubov is a Ukrainian fundraising strategist and Managing Partner at Pledge Peak — a consulting agency that helps NGOs, impact-driven businesses, and start-ups build sustainable funding models and develop long-term relationships with donors. Her work combines strategic fundraising expertise with strong storytelling craft and a deep understanding of both Ukrainian realities and international best practice.

Her career spans law, film, and impact — an unusual combination that shapes how she approaches fundraising. Lyubov began with a law degree and work at an international law firm, where she developed a strong understanding of how international and local collaborations are structured — what conditions to negotiate, where to place emphasis, and how to align a product before any agreement is signed. This legal foundation proved to be a lasting advantage: when she moved into grant fundraising, she was able to interpret policies fluently, identify risk points in contracts, and build the kind of rigorous compliance structures that long-term relationships with foundations require.

From there, Lyubov joined FILM.UA Group. She raised funds from international foundations for social content, created pitch decks, and presented projects to international audiences in search of partners, investors, and donors. Over eight years, she was involved in more than 50 film and television projects — across 38 international markets and industry forums. Working within a major content studio gave her something most fundraisers lack: a deep, practical understanding of how stories are built. Not just how to tell them, but where to begin, how to sustain an audience's engagement, and how to land the ending. She learned the craft from the inside — from production planning and shoot logistics to the full arc from development to delivery.

When the full-scale war began, Lyubov realised that everything she had built over more than eight years needed to be redirected to where it was needed most. This is how she moved into fundraising consulting — and how Pledge Peak came to be.

- **Storytelling That Drives Support: How Powerful Narratives Strengthen Fundraising**



Anthony Marinos

Mutiny Co. (US)

Anthony is an entrepreneurial marketer and an instant-best-friend-to-everyone-he-meets fundraiser who has spent the better part of a decade turning partnerships into impact. He began his career in marketing and sales at companies including Zipcar, before moving into the nonprofit world. He spent several years at charity: water leading business development and brand partnerships, helping to bring clean water to more than 12 million people around the world. Today, he co-leads a creative agency called Mutiny Co. and lives in Brooklyn, NY, with his wife, baby and very handsome dog.

- **MASTERCLASS: The Brand Value Of Hope: How Intentionally Creating Emotional Experiences Leads To Mutually Beneficial Connections**



Alexander Montchovsky

UNICEF Slovakia (SK)

Alexander Montchovsky is Interim Executive Director and Fundraising & Communications Director at UNICEF Slovakia, where he leads fundraising, communications, corporate partnerships and donor engagement. He focuses on building sustainable fundraising growth, strengthening private-sector partnerships and developing innovative ways to engage individuals and companies in supporting UNICEF's work for children.

Before joining UNICEF, Alexander held senior leadership and marketing roles across international organisations and businesses, including Notino, Studio Moderna and Amazon Advertising, with experience spanning more than 20 markets. Combining nonprofit leadership with a strong commercial and marketing background, he brings a data-driven and entrepreneurial approach to fundraising, with a particular focus on efficiency, digital acquisition, donor development and turning private-sector practices into sustainable impact for children.

- **How UNICEF Is Building A Love Brand That Scales Fundraising**



Andrzej Pietrucha

Fundacja Akademia Organizacji Obywatelskich (PL)

Andrzej is a fundraising and marketing trainer and consultant for NGOs, specializing in sustainable programs for individual and corporate donors. He works at FAOO – the Academy of Civic Organizations Foundation in Warsaw and brings experience from fundraising and leadership roles in Polish charities. He holds an MA in History from the University of Warsaw and an MSc in Charity Marketing and Fundraising from Bayes Business School, City, University of London.

- **The Anatomy Of Viral Fundraising**



Mark Phillips

Mark Phillips Fundraising Associates (GB)

Mark is Principal Partner at MPFA and has spent more than 37 years helping charities grow their fundraising. He founded his first fundraising agency nearly three decades ago and has worked with many of the UK's best-known charities, as well as organisations internationally, bringing together expertise in research, marketing, strategy and creative development. At MPFA, Mark works closely with clients on fundraising strategy, donor insight, product development and creative thinking. He's especially known for his work with mid-value and high-value donors, where he's spent years challenging the sector to think bigger about what supporters are genuinely willing and able to give. His original Bluefrog research into mid-value donors is still widely regarded as essential reading in the field.





Tyler Riewer

Mutiny Co. (US)

Mark believes the best fundraising starts by understanding donors properly and putting their motivations and needs at the centre of decision-making. He's also known for questioning some of the sector's long-held assumptions — usually with evidence, curiosity and a sense of humour rather than dogma. A regular speaker on the international conference circuit, Mark has presented at the Australasian Fundraising Forum, International Fundraising Congress, the CIOF Fundraising Convention, Congreso Fundraising, AFP Conferences on Fundraising, AFP Toronto Congress and many others. He also writes regularly on fundraising, strategy and donor behaviour on his Substack, *Fundraising Insight*.

- **MASTERCLASS: Mid Value Fundraising**
- **PLENARY: What Fundraisers Get Wrong About Fundraising (And Why The System Rewards It)**
- **Forever Loved: Attitudes To In-Memory Giving**

Tyler is a storyteller and brand strategist who has spent his career using words and ideas to move people to action. He spent almost a decade in advertising, writing for companies including Red Bull, Nike and SPAM, before moving from the for-profit to the nonprofit sector and joining charity: water. There, he led the creative team, helped create a film seen 35 million times, and contributed to raising nearly \$1 billion for clean water. Today, he co-leads a creative agency called Mutiny Co. and lives outside Washington, D.C., with his wife and two very hilarious children.

- **MASTERCLASS: The Brand Value Of Hope: How Intentionally Creating Emotional Experiences Leads To Mutually Beneficial Connections**



Colin Skehan

Revolutionise (IE)

Colin is CEO of Revolutionise, the accelerator for fundraising organisations worldwide and home of The Great Fundraising Project – a decade-plus initiative involving academic research, action research and detailed casework with clients in multiple countries. The project is focused on the behaviours that drive transformational growth in income and mission delivery. The findings are captured in the foundational book 'Great Fundraising Organizations' by Revolutionise founder Alan Clayton, and published globally by Wiley in 2025.

Before joining Revolutionise, he helped rapidly accelerate income at some of Ireland's leading charities. In that time, he and his teams have won many accolades, including multiple fundraising-team-of-the-year and campaign awards, while Colin won Ireland's national 'Fundraiser of the Year' award along the way.

The Revolutionise team has worked in over thirty countries with over one hundred clients. The compounded revenue growth of this client base is many billions of EURO.

- **Have A Better Product**



Argyro Spyridaki

Reading to the Others (GR)

Argyro is the Founder and Director of the Greek non-profit organisation Reading to the Others and a PhD researcher exploring the relationship between corporate social responsibility and the development of organised civil society in Greece. Her work focuses on how NGOs and companies can build more meaningful, ethical and effective partnerships that enhance both social impact and organisational sustainability. Combining leadership experience in the non-profit sector with academic research, she brings a practitioner-informed perspective to cross-sector collaboration, fundraising strategy and the long-term value of corporate engagement.

- **Beyond Sponsorship: Designing Partnerships That Strengthen NGOs And Enhance Social Impact**



Zdeněk Struska

FundraisingPack (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.

- **FundraisingPack: World-Class CRM That Speaks Your Language – No Reinventing The Wheel**



Giedrė Šopaitė

Baltic Fundraising Hub (LT)

Giedrė is a strategic philanthropy consultant, speaker and trainer with over 20 years' experience working with and within the NGO sector in Lithuania. With a background in social work and an MBA in strategic management, she bridges nonprofit realities with strategic, business-oriented approaches to fundraising and philanthropy. Giedrė supports NGOs in developing effective fundraising strategies and advises corporate partners on thoughtful, strategic giving decisions.

She is the founder and CEO of Baltic Fundraising Hub, where she provides consulting and training for nonprofit leaders and fundraising professionals. Giedrė is also the creator of Fundraising@LT PRO – Lithuania's first fundraising competency development programme – and the organiser of the annual Fundraising Summit conference. Since 2025, she has been a Board Member of the European Fundraising Association.

In her work, Giedrė focuses on strengthening fundraising competencies, leadership and ethical, impact-driven philanthropy. She is particularly interested in how NGOs and corporate partners build long-term, trust-based partnerships. Giedrė is also deeply curious about why people give: what motivates donors, how they make giving decisions, and how this understanding can help organisations communicate and fundraise more meaningfully.

- **MASTERCLASS: Building Campaigns That Actually Work**
- **PLENARY: The Courage to Choose**



Bence Tordai

Isterra (AT)

Bence is a nonprofit consultant and trainer specialising in organisational strategy and resource development. He played a key role in launching and developing Mozaik Hub, a community and social innovation platform in Budapest, which he also led for six years. Over the past decade, Bence has supported more than 40 organisations, social entrepreneurs, and informal groups in their strategic planning and capacity-building work.

- **Fundraising Rooted In Strategy**



Astrid von Soosten

Brakeley Fundraising Consultants (DE)

Astrid von Soosten, CFRE, is a partner at Brakeley Fundraising Consultants and is passionate about bringing money to good causes. She is also the Co-Founder of Week53, a company specializing in developing executive leadership skills with a focus on authenticity. Before switching into her current role as consultant and executive coach, she has held several fundraising leadership positions in the US and, back in

Germany, has led the Resource Development Department of the European Molecular Biology Laboratory (EMBL), an intergovernmental organization, with six locations in five countries. She has specialized in major gift fundraising for the longest part of her career and has been certified and re-certified as a Fundraising Executive (CFRE) ever since 2008. She has served on the boards of the European Fundraising Association (EFA) and the German Fundraising Association (DFRV) and is currently a board member at CFRE International and the Resource Alliance.

- **MASTERCLASS: A New Role For Fundraisers: Impact Facilitator**
- **A New Role For Fundraisers: Impact Facilitator**



Fundraising from the many

Building Campaigns That Actually Work



Giedrė Šopaitė

Baltic Fundraising Hub (LT)



Cătălin Dinu

2doGood Communication (RO)

Fundraising rarely fails because of a lack of creativity. It fails because creativity is asked to solve problems that belong to organisational clarity or strategy. When expectations are unclear, personas are built on assumptions, and success is not properly defined, no creative idea can truly perform.

This masterclass brings together hands-on fundraising expertise from the Baltic countries and Eastern Europe, regions where organisations operate under constant pressure to do more with less. These contexts demand campaigns that are carefully built, realistically amplified, and continuously calibrated — not just creatively appealing.

Designed as a step-by-step practical masterclass in campaign building, the session focuses on how organisations can make sure their fundraising campaigns have earned the right to work before investing in execution. The masterclass looks at fundraising as a structured process: from defining objectives and audiences to translating strategic choices into creative concepts, media presence, and communication flows that match real budgets and capacities.

Grounded in real-life campaign examples and consultancy experience from the two speakers, this masterclass offers a clear, straightforward approach to fundraising that prioritises clarity over buzzwords and structure over improvisation. It also explores what meaningful fundraising consultancy looks like in practice, and how to distinguish strategic support from superficial advice.

Learning outcomes:

- Gain a better understanding of the link between fundraising strategy and campaign development.
- Learn how to identify your target audience and create compelling donor personas.
- Apply creative approaches to the process of developing a fundraising campaign.
- Understand the key elements of a successful partnership with a fundraising consultancy.

Who should attend:

- Fundraisers of all levels.
- Fundraising managers.

Suggested level of participants:

- Intermediate fundraisers and leaders.

Fundraising from the few • Rethinking strategy

A New Role For Fundraisers: Impact Facilitator



Astrid von Soosten

Brakeley Fundraising Consultants (DE)

At a time when more and more wealth is concentrated in the hands of very few, it is imperative that we learn how to approach and persuade those individuals to support civil society for the benefit of all. This is not only about the psychology of giving, but also the psychology of asking.

How do we present ourselves? What is our offer? How do we help donors navigate the many opportunities available to them? How do we help donors create impact through their philanthropy? What is our attitude? Are we partners, or are we takers?

This interactive session includes dialogue, self-reflection, role play, and some physical elements.

Learning outcomes

- Discuss what impact means and why it matters to donors.
- Rethink the role of fundraisers through a mental shift towards helping donors create impact.
- Learn how to manage this type of conversation and meet donors on a level playing field, as partners in a shared cause.
- Leave with a renewed understanding of how fundraising work creates impact.

Who should attend:

- Mid-sized to major gift fundraisers

Suggested level of participants:

- Intermediate fundraisers and leaders.

Communication and storytelling • Getting your message across

The Brand Value Of Hope

**Tyler Riewer**

Mutiny Co. (US)

**Anthony Marinos**

Mutiny Co. (US)

The world has gotten bleak. The entire planet is living through a moment of uncertainty. Apprehension about war, climate change, artificial intelligence, effective government, etc., has led to many feeling fed up with the entire system.

As a result, young people in particular are leveraging the only power they seem to have—their purchasing power—to set new expectations for the brands they support and the companies they work for. To stand for something. To exist rooted in a sense of purpose. To fill in the gaps. To do what our broken systems can't seem to do.

This puts the nonprofit sector at an advantage. Not just because the world is looking to experience, share, and feel the impact of more good. But because our stories stand to matter more than they ever have before. However, the unfortunate truth is that nonprofits spend much more time thinking about what they need from people (attention, trust, time, money, action) instead of the value they could provide their supporters in return through emotionally significant narratives.

In this highly interactive masterclass, we'll explore how the strongest brands do more than communicate a mission; they create meaningful experiences and relationships. We'll unpack why some stories move us while others disappear, how important issues become personal, and what makes people move from simply noticing an organization to believing in what it stands for.

Along the way, we'll challenge some familiar assumptions about nonprofit storytelling, fundraising, and even hope itself. Because hope isn't just about positivity or a happy ending... it's the belief that something better is possible, that change can happen, and that we have a role in making it real.

We'll study some film (from movies to advertising), dissect our own comms, and learn practical ways to evaluate the emotional value our brands create. We'll also identify where your audience relationships may be running dry, and give people more reason to care, connect, believe, and participate.

Fundraising from the few • Fundraising from the many • Leading and managing

Mid Value Fundraising

**Mark Phillips**

Mark Phillips Fundraising Associates (GB)

Mid value is the most valuable ground in most individual giving fundraising portfolios and the most poorly resourced. These are donors who have already told you, with their own money, that they are more valuable than the majority of the file. And most organisations reward them with a slightly nicer version of the mass-market treatment: the same appeal, the same automated thank you, the same absence of any sense that anyone noticed.

This masterclass is about what happens when you stop treating them as standard donors and start treating them as people with reasons for giving and needs to be answered. Those need states are the core of the day. Donors do not give money away; they give to answer their own needs, and most mid value programmes answer only the simplest one. We will work through the rest, and through what each one demands of your communications, your asks and your thanking.

The masterclass covers how to identify and segment a mid value audience from what you already hold, how to build a programme that scales, what to say and how often, how to set ask levels that raise sights rather than anchor donors low forever, and how to make thanking do actual work.

We will also deal with the part most organisations skip: mid value is where your future legacy and major gift income is sitting right now, and how you handle these donors in their fifties and sixties determines what arrives thirty years later.

Throughout, we will look at what the evidence supports, what the sector repeats out of habit, and where the two part company.

Learning outcomes

- A segmentation approach you can apply to your own database,
- A stewardship framework built around the donor need states, ask-level and contact-strategy principles,
- And a realistic view of what mid value costs to run and what it returns.

Who should attend:

- Fundraisers responsible for individual giving, supporter development, mid value or legacy programmes,
- Heads of fundraising deciding whether to build a mid value function or fix the one they have.



Leading and managing • Rethinking strategy

What Fundraisers Get Wrong About Fundraising (And Why The System Rewards It)



Mark Phillips

Mark Phillips Fundraising Associates (GB)

Fundraising doesn't just feel harder than it used to – in many organisations, it has become harder by design.

In this presentation, I bring together two connected ideas. First: the persistent things fundraisers get wrong about fundraising – what we over-value, what we chase, and what we quietly neglect. Second: how the wider fundraising ecosystem now *rewards* those mistakes, amplifies them, and gradually makes them feel like best practice.

We'll explore common assumptions that sound sensible but repeatedly damage income – believing novelty beats familiarity, mistaking internal excitement for donor motivation, confusing brand fashion with trust, and assuming Millennials will save us if only we change how we fundraise. These aren't individual failings. They're learned behaviours – reinforced by conferences, awards, agencies, boards, and social approval.

Using the idea of the theory of **enshittification** developed by Dr Cory Doctorow, I'll show how fundraising has drifted away from serving donors and beneficiaries, and toward serving intermediaries, short-term validation, and reputational signalling. Over time, this shift corrodes habit, weakens donor confidence, and strips value from the very income streams organisations depend on.

Crucially, this isn't an argument against creativity, progress, or change. It's an argument for **re-anchoring fundraising legitimacy** in outcomes that matter, like retention, lifetime value, donor confidence, and institutional strength over time – not applause on LinkedIn or approval in the room.

The session closes with a practical reset – how leaders and fundraisers can resist distorted incentives, rebuild donor-centred decision-making, and protect the long-term assets they're trusted to steward.

Fundraising from the many • Leading and managing • Rethinking strategy

The Courage to Choose



Giedrė Šopaitė

Baltic Fundraising Hub (LT)

Fundraisers rarely suffer from a lack of ideas. We attend conferences, collect new tools, launch activities and respond to opportunities – yet often return to organisations that are already overloaded and strategically fragmented.

This closing plenary explores why being busy is not the same as moving forward, and why fundraising problems are often symptoms of unclear organisational choices. When everything is a priority, fundraisers are expected to finance everything. When strategy follows available funding, even good fundraising can take an organisation in the wrong direction.

With honesty, humour and real-life examples from the NGO sector, Giedrė will invite participants to rethink strategy not as a document, but as the courage to choose: what matters most, what deserves investment and what we must be willing to stop doing.

Participants will leave not with another long to-do list, but with one idea to act on, one thing to deprioritise and one important conversation to begin when they return to work.

Learning outcomes

- Recognise how constant busyness, competing priorities and opportunity-led decision-making can weaken fundraising.
- Understand why sustainable fundraising begins with clear organisational choices and shared strategic priorities.
- Reframe strategy not as a formal document, but as the ability to focus, make decisions and say no

Who should attend:

- Fundraisers,
- Fundraising Managers,
- NGO leaders,
- Executive Directors,
- Board Members

Suggested level of participants:

- Intermediate fundraisers and leaders.



Fundraising from the few • Rethinking strategy

A New Role For Fundraisers: Impact Facilitator



Astrid von Soosten

Brakeley Fundraising Consultants (DE)

At a time when more and more wealth is concentrated in the hands of very few, it is imperative that we learn how to approach and persuade those individuals to support civil society for the benefit of all. This is not only about the psychology of giving, but also the psychology of asking.

How do we present ourselves? What is our offer? How do we help donors navigate the many opportunities available to them? How do we help donors create impact through their philanthropy? What is our attitude? Are we partners, or are we takers?

This interactive session (condensed masterclass) includes dialogue, self-reflection, role-play, and some physical elements.

Learning outcomes

Discuss what impact means and why it matters to donors.

Rethink the role of fundraisers through a mental shift towards helping donors create impact.

Learn how to manage this type of conversation and meet donors on a level playing field, as partners in a shared cause.

Leave with a renewed understanding of how fundraising work creates impact.

Who should attend

- Mid-sized to major gift fundraisers.

Suggested level of audience

- Intermediate fundraisers and leaders.

Fundraising from the few

Beyond Sponsorship: Designing Partnerships That Strengthen NGOs And Enhance Social Impact



Argyro Spyridaki

Reading to the Others (GR)

Many NGO-company collaborations begin as sponsorships or one-off campaigns, but few are intentionally designed to create lasting value for both the organisation and the cause it serves. This session explores how NGOs can move beyond transactional support and build stronger corporate partnerships based on shared purpose, clear expectations, trust and meaningful impact. Drawing on both practice and research, it will examine the differences between sponsorship and strategic partnership, common design mistakes and the key elements that make collaboration more sustainable, balanced and effective. Participants will leave with a clearer understanding of how to shape corporate partnerships that support not only specific activities but also long-term organisational resilience and social impact.

Learning outcomes

- Understand the difference between sponsorship and strategic corporate partnerships.
- Identify the key elements that make corporate partnerships more balanced, sustainable and effective.
- Recognise common design mistakes in NGO-company collaborations and learn how to avoid them.
- Rethink how NGOs can frame their partnership needs beyond one-off project funding.

Who should attend

- NGO leaders,
- Fundraising managers,
- Partnership managers,
- Non-profit professionals seeking to build stronger, more sustainable relationships with companies.

Suggested level of audience

- Intermediate fundraisers and leaders.

Leading and managing

Doing Good Without Burning Out: How To Look After Yourself And Your Team**Richard Docwra**

ChangeStar (GB)

It is not easy being a fundraiser in CEE. Hostile political environments, difficult causes to fundraise for, and a strong sense of urgency can create intense pressure to achieve change. So how can we look after ourselves better?

This session will explore why fundraisers and other change-makers are often so bad at taking care of ourselves, and what we can do about it — as leaders, team members, and private individuals.

We will challenge some of the ideas about work in our sector, as well as some of your own assumptions about the role of work in your life. The session will also set out practical yet profound ways to rethink your relationship with work and look after yourself better. It might change your life.

You will leave this session feeling lighter, more supported, and ready to tackle the next challenge.

Learning outcomes

- Reflect and gain insights on how to manage your own stress and well-being.
- Reflect and gain insights into how to help your team manage stress and well-being.
- Explore how to build a more human-focused team and organisation.
- Challenge harmful practices and assumptions in the sector to promote change and protect well-being.

Who should attend

- Fundraisers of all levels.
- Anyone working to change the world.

Suggested level of audience

- Intermediate fundraisers and leaders.

Fundraising from the many

Forever Loved: Attitudes To In-Memory Giving**Mark Phillips**

Mark Phillips Fundraising Associates (GB)

In-memory giving is worth between £1.8bn and £2.4bn a year in the UK, and it's growing fast. Charities spend an estimated 0.1% of their budgets on it.

Drawing on three rounds of research with in-memory donors, in 2012, 2018 and during Covid, Mark Phillips explains why bereaved people give, what they need from the charity they choose, and what drives them away.

Here's the surprise. Asking isn't what drives them away. Not one person said charities should never ask again.

What drives them away is getting the basics wrong. Thank-yous arrive weeks late, or never. Letters use the wrong name, or the wrong church. A signature looks like a bad photocopy. Of the charities we tracked, 44% sent a single communication and then nothing. Six didn't reply at all.

It's grief, and charities are treating it as a transaction.

Mark will share what donors told us in their own words, show real examples of charities getting it right and wrong, and leave you with four simple rules for doing better. None of them cost much. All of them start with saying thank you properly.





Rethinking strategy

Fundraising Rooted In Strategy



Bence Tordai

Isterra (AT)

Organisational strategy is key to successful fundraising. Too often, we forget this, which can create a disconnect between our goals and our financial capacity. In this workshop, we will explore why both strategic planning and strategic thinking matter, and how to better embed fundraising within your organisation's strategy.

Learning outcomes

- Develop greater awareness of the importance of strategic elements in fundraising, including problem definition, strategic goals, and environmental analysis.
- Understand some of the related strategic thinking skills.
- Reinforce essential fundraising principles that often get lost in everyday work (e.g. organisation's role as a bridge between the donor and the need, the significance of boards, and measuring the right things).

Who should attend

- Entry-level and intermediate fundraisers,
- New CEOs,
- Managers of small and mid-sized organisations.

Suggested level of participants

- Intermediate fundraisers and leaders.

Fundraising from the many • Leading and managing

FundraisingPack: World-Class CRM That Speaks Your Language – No Reinventing The Wheel



Zdeněk Struska

FundraisingPack (CZ)

What if your CRM matched bank payments automatically, issued donation receipts, thanked every donor and routed them into a calling campaign — from day one? That's FundraisingPack, a new product built on Salesforce and used by a growing community of nonprofits across the Czech Republic and Slovakia. It combines the power of the world's leading CRM platform (56,000 nonprofits globally) with deep local expertise: bank integrations, giving platforms, direct debit, and full support for local languages and data formats. Best of all, it ships with proven fundraising processes out of the box — thank-yous, donation renewals, payment reminders and regular-giving care are already built in; you switch them on instead of designing them from scratch.

No reinventing the wheel: the product embodies best practices from across the sector. In a live demo, we'll show what turns donor data into a real fundraising engine: advanced analytics of giving behaviour and automatic donor segmentation — from first-time givers to regulars at risk of lapsing to major-donor prospects — feeding campaigns automatically and saving hours of manual work. You'll learn how to launch top-tier fundraising in a matter of days — no lengthy implementation. And because FundraisingPack operates as a social business, every euro flows back into development for the whole sector. Come see what fundraising looks like when technology accelerates you instead of holding you back.

Fundraising from the few • Rethinking strategy

Growing Legacy Giving: The Spanish Consortium Experience



Leyre Ayastuy

Upsall International (ES)

This session will explore the experience of Spain's collaborative legacy giving platform, led by 27 NGOs, which helped start the conversation around gifts in wills in the Spanish non-profit sector 20 years ago and introduced the public to a new and largely unfamiliar form of collaboration. The journey of building this joint initiative offers valuable lessons, highlights emerging trends, and provides an opportunity to challenge common myths around legacy giving.

Learning outcomes

- Understand the value of collaboration in building confidence around legacy fundraising.
- Explore emerging trends in legacy donor personas.
- Identify messages that are working in legacy giving.
- Learn how joint campaigns can grow public awareness.
- Reflect on lessons learned and myths challenged through 20 years of collective action.

Who should attend

- NGOs interested in promoting legacy giving.

Suggested level of audience

- Intermediate fundraisers and leaders.

Leading and managing

Have A Better Product



Colin Skehan

Revolutionise (IE)

Whether you're a fundraiser, frontliner, board member or CEO, everyone has a part to play in having a better product. The benefit? Transformational growth in income. More communities changed. More diseases cured. More lives saved.

In this session, you'll learn from over a decade of research (and billions of GBP/EURO/USD in growth) into the whole-organisation behaviours of the Great Fundraising Organisations. We'll share the single greatest blocker to growth, why it inevitably happens, and the three key decisions Great Fundraising Organisations make to unlock rapid, sustained growth. All illustrated with examples of organizations that have driven hundreds (and even thousands!) of per cent growth worldwide.

If you would like to understand how to bring clarity, purpose, passion and pride to your organization – and unleash a sustained surge of growth – this session is not to be missed.

Join Colin to see what 'having a better product' means for you.

Learning outcomes

Learn how the Great Fundraising Organisations, those with transformational and sustainable growth, develop a better product for fundraising.

Who should attend

- Senior Fundraisers,
- Non-Profit Leaders.

Suggested level of participants

- Very experienced fundraisers and leaders.

Getting your message across •

Leading and managing • Rethinking strategy

Holistic Approach To Fundraising: A Practitioner's Perspective



Claire Fernandez

FIAN Belgium (BE)



Katarína Bartovičová

Slovak Fundraising Centre (SK)/
EDRI (BE)

This session will explore the role of leaders and civil society professionals in building a culture of fundraising within their organisations. You will hear a first-hand account from an experienced NGO leader with a strong fundraising track record at both EU and national levels.

What does a holistic approach to fundraising mean in practice? How can organisations adapt their processes and practices to this new fundraising landscape?

The session will also provide opportunities to exchange ideas on how to make fundraising an integral part of an organisation's work.

Learning outcomes

- Develop practical approaches to achieving a whole-organisation approach to fundraising.
- Learn techniques and creative ways to communicate with funders.
- Identify ways to integrate fundraising into your organisation's strategy and work.

Who should attend

- Entry-level and intermediate fundraisers,
- CEOs,
- Managers of small and mid-sized organisations.

Suggested level of participants

- Intermediate fundraisers and leaders.

Communication and storytelling • Rethinking strategy

Hope In Times Of Disruption



Richard Docwra

ChangeStar (GB)



Katarína Bartovičová

Slovak Fundraising Centre (SK)/
EDRI (BE)

The first conference day will come full circle with a chance to pause, share and learn from our collective experiences of fundraising.

Together, we will share our key lessons learned from fundraising in times of disruption and how they are helping us rethink and adapt our fundraising strategies to evolve and thrive in a constantly changing reality.

Complementing the above, we will tap into our collective wisdom to reflect on the inspiring people, moments and ideas that give us hope – in our fundraising mission and outside it.

*Please note that, to sustain the interactive and participatory spirit, session capacity is limited to 40 people. Spots will be available on a first-come, first-served basis until they're all taken (no advance reservations possible).

Learning outcomes

- Discover how fellow fundraisers are responding to the realities of 2026 with new approaches – tested in practice, including what worked, what didn't, and what they learned along the way.
- Expand your professional network, deepen existing connections and explore new opportunities for collaboration – including outside your geographical or thematic bubble.
- Recognise the value of your own experience and contribution to collective learning, regardless of whether your fundraising journey runs for 1 day or 100 years.
- Leave feeling part of a collective fundraising consciousness, energised and with hope reloaded.

Who should attend

- All conference participants.

Suggested level of participants

- All levels are welcome.

Communication and storytelling • Getting your message across

How UNICEF Is Building A Love Brand That Scales Fundraising



Alexander Montchovsky

UNICEF Slovakia (SK)

How do we stop optimizing individual fundraising campaigns and start building a fundraising growth system?

Learning outcomes

- Participants will work through a Love Brand audit of their organization, examine the balance between brand-building and performance marketing, map their donor journey from awareness through acquisition to retention, and identify the KPIs they should actually be measuring.
- We will also use practical UNICEF Slovakia examples to show what worked, what we changed, and what we are still learning.
- The intention is that participants leave not only with ideas from UNICEF, but with a practical framework and several concrete actions they can apply within their own organization.



Fundraising from the many • Getting your message across • Rethinking strategy

Life After The Meta Ad Ban: How Five European Sections Of Amnesty International Adapted To The New Reality



David Conway

Amnesty International (GB)

In October 2025, Meta withdrew all political, electoral and social issue advertising from the EU in response to the new Transparency and Targeting of Political Advertising (TTPA) regulation. For human rights and advocacy organisations, this removed a channel that much of our fundraising and campaigning had depended on. This session draws on direct, evidenced experience from five Amnesty International sections — the Netherlands, Italy, France, Greece and Hungary — covering what actually happened to cost per lead, conversion rates and campaign approval, and what each section changed in response. It closes with practical, cross-market advice for getting approvals on Meta, and a discussion of what a genuinely diversified acquisition strategy looks like once you can no longer rely on one channel.

Learning outcomes

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

- Understand the practical mechanics of the TTPA regulation and why it led Meta to withdraw social issue advertising in the EU;
- See real before-and-after evidence — cost per lead, conversion rates, and rejected versus approved ad creative — from five European fundraising teams;
- Apply a practical checklist for what Meta's ad review actually checks, and how to adapt messaging and creative to stay compliant;
- And assess how to rebalance an acquisition strategy that has relied heavily on a single paid channel.

Who should attend

The session is designed primarily for:

- Fundraising directors and managers,
- Individual giving and digital fundraising specialists,
- Communications and marketing leaders,
- CRM/donor development professionals,
- NGO leaders responsible for fundraising growth.

It will be particularly relevant for organizations that already run fundraising campaigns but are looking at how to move beyond a campaign-by-campaign or purely performance-driven approach and build a more integrated growth model connecting brand, storytelling, acquisition, donor experience and retention.

Suggested level of participants

- Intermediate / Advanced

The workshop assumes participants already have some practical experience with fundraising, communications, marketing or donor acquisition. Rather than covering fundraising basics, we will work with topics such as brand equity, upper- and lower-funnel investment, integrated donor journeys, CPA vs. LTV, retention, channel integration and measurement.

Who should attend

- Digital fundraisers, individual giving and acquisition managers, and campaigners at organisations that have relied on Meta advertising for fundraising or awareness-raising,
- Particularly those working on advocacy or human rights themes likely to be affected by the broad definition of “social issue” content.

Suggested level of participants

- Intermediate fundraisers and leaders.



Rethinking strategy

Rethinking Relationship Fundraising – From Donor Management To Community Building



Martin Georgi

German Fundraising Association (DE)

Countless techniques and strategies exist for “finding” and “managing” donors. But what if fundraising started somewhere else? This workshop explores how innovative and creative approaches can build sustainable communities and multifaceted relationships – creating opportunities for people to meet, connect, share experiences, and contribute their time, ideas, networks and resources to an organisation and its mission.

Learning outcomes

Participants will understand how relationship fundraising can move beyond the traditional donor journey towards community building. Through practical examples and interactive exercises, they will explore ways to create meaningful encounters, foster multifaceted engagement, and develop sustainable communities around an organisation and its mission.

Who should attend

- People ready for a new level in their fundraising.

Suggested level of participants

- Intermediate fundraisers and leaders

Communication and storytelling

Storytelling That Drives Support: How Powerful Narratives Strengthen Fundraising



Lyubov Krokmalna

Pledge Peak (UA)

Fundraisers today face growing challenges: donor fatigue, information overload, and declining engagement. Traditional storytelling is no longer enough to capture attention or sustain support. Organisations must rethink not only what they communicate, but how they communicate it.

Ukraine offers a unique and accelerated case study of how fundraising storytelling evolves under extreme conditions — while retaining its creativity and effectiveness. During the war, NGOs were forced to redesign their communication strategies rapidly, moving from predominantly emotional, trust-based appeals to more structured, audience-segmented and impact-driven narratives. They did so in highly volatile, resource-constrained environments, yet consistently produced bold and innovative campaigns.

This session explores how fundraising storytelling has evolved alongside changing donor sentiment from 2022 to 2026. Drawing on real case studies from Ukrainian NGOs, it focuses on practical, field-tested experience rather than theory. Participants will learn how to translate data, evidence and programme outcomes into clear, compelling narratives that resonate with donors, partners and supporters. The session will also examine how NGOs can collaborate effectively with communication agencies, creative professionals and fundraising specialists to create stronger campaigns and achieve greater fundraising impact.

Learning outcomes

Participants will:

- Understand how fundraising storytelling evolves in response to crises and changing donor sentiment.
- Learn how to tailor messages to specific audiences rather than relying on generic communications.
- Gain practical techniques for translating data and impact into compelling donor narratives.
- Explore real-world examples of communicating impact through fundraising campaigns and reporting.
- Understand how to work effectively with communication agencies, creative professionals and fundraising specialists to strengthen fundraising outcomes.

Who should attend

- Fundraisers,
- Partnership managers,
- NGO leaders,
- Executive directors

Suggested level of participants

- Beginners.

The Anatomy Of Viral Fundraising



Cătălin Dinu

2doGood
Communication (RO)

Four campaigns. Two countries. One question: what can viral fundraising teach us?

Fundraising professionals often look to successful viral campaigns for inspiration. Yet virality remains inherently unpredictable: campaigns cannot be designed to 'go viral' simply by following a set of best practices.

This workshop examines four fundraising campaigns — two from Poland and two from Romania — to explore what can realistically be learned from exceptional fundraising successes. The analysis draws on original interviews with the organisations behind the campaigns, combined with current research into the mechanisms that influence online sharing and public engagement.

One of the featured case studies is Poland's record-breaking Łatwogang nine-day livestream, which raised €65.7 million. It will be examined alongside three other Romanian and Polish campaigns that achieved extraordinary public reach through different approaches.

Rather than searching for a formula for virality, participants will analyse the strategic decisions, organisational capabilities and contextual factors that contributed to the campaigns' success. The workshop will distinguish between the elements that fundraisers can deliberately influence and those that remain beyond their control, helping participants draw practical lessons for future fundraising initiatives.



Andrzej Pietrucha

Fundacja Akademia Organizacji
Obywatelskich (PL)

Learning outcomes

Participants will:

- Identify common characteristics shared by four successful fundraising campaigns from Poland and Romania.
- Understand the strategic decisions and organisational practices that supported these campaigns before, during and after their public launch.
- Distinguish between controllable factors and external circumstances that contributed to campaign success.
- Apply insights from the case studies to design fundraising campaigns with stronger engagement and greater potential for public reach.

Who should attend

- Fundraisers,
- Communications and marketing professionals,
- Campaign managers,
- NGO leaders and directors,
- Anyone interested in public fundraising and individual giving.

Suggested level of participants

- Suitable for fundraisers at all levels of experience.
- The session will be particularly valuable for practitioners responsible for designing public fundraising campaigns and digital engagement strategies.



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bit.ly/ceefc2026

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

Thank you.



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