

# FIA CONFERENCE 2021 - PROGRAM BY TRACK

Individual Giving	Middle, Major & Philanthropy	Gifts in Wills	Community & Events	Understanding your donor
<p><i>Sponsored by Donor Republic</i></p> <p>The Irregular Giving Project and the Future of Face-to-Face</p> <p><i>Dr. Peter Coleman MFIA, Fundraising Partners Jonathan Storey, Environment Victoria</i></p> <p><b>ON DEMAND</b></p>	<p><i>Sponsored by Fundraising Research &amp; Consultancy</i></p> <p>Major donors: Identifying who will give to your cause and why</p> <p><i>Dr. Cassandra Chapman, University of Queensland</i></p> <p><b>ON DEMAND</b></p>	<p><i>Sponsored by Include a Charity</i></p> <p>Bequest Programs for small organisations on a budget</p> <p><i>Tracey McNamara FFIA, Foundation for Australia's Most Endangered Species Ltd (FAME)</i></p> <p><b>ON DEMAND</b></p>	<p><i>Sponsored by HomeMade</i></p> <p>Dance for Sick Kids: Our new supporters were waiting for us... all we had to do was ask them to dance!</p> <p><i>Arani Duggan MFIA &amp; Ashley Southwell MFIA, Ronald McDonald House Charities (RMHC)</i></p> <p><b>ON DEMAND</b></p>	<p><i>Sponsored by Engaging Networks</i></p> <p>5 Tips to Building Stronger Donor Engagement and Raising More Money</p> <p><i>Barbara O'Reilly CFRE, Windmill Hill Consulting LLC</i></p> <p><b>LIVE</b></p>
<p>Maximising Retention and Securing Ongoing Gifts. Are you responsible for individual giving? Don't take attrition laying down</p> <p><i>Fiona McPhee, Fiona McPhee Ltd / Philanthropy &amp; Fundraising ANZ</i></p> <p><b>LIVE</b></p>	<p>Preparing for the ask and working with the Board</p> <p><i>Kerrie Brewer MFIA, Hawthorn Football Club</i></p> <p><b>ON DEMAND</b></p>	<p>Transforming your Gifts in Wills program using a data-led approach</p> <p><i>Nadia Aden &amp; Katie Hart, The Fred Hollows Foundation</i></p> <p><b>ON DEMAND</b></p>	<p>Polished Man: Digital Fundraising in the Modern World</p> <p><i>Kylie Wallace, World Vision Kaitlin Harasym, The Polished Man</i></p> <p><b>ON DEMAND</b></p>	<p>From Tactical to Emotional - Fundraising Creative That Goes Beyond Best Practice</p> <p><i>Mary Anne Plummer MFIA, Exuberance Vanessa McCarthy MFIA, Tone Studio</i></p> <p><b>ON DEMAND</b></p>
<p>Transforming the Salvos' 55 year old Red Shield Appeal using digital in the face of COVID-19</p> <p><i>Garth Stirling, Ntegrity agency Janine Kewming MFIA, The Salvation Army</i></p> <p><b>ON DEMAND</b></p>	<p>Successful Relationships with High Net Worth Individuals and their Gatekeepers</p> <p><i>Erica Myers-Davis MFIA, Xponential Lisa Houlford, Morgan Stanley Will Beresford, Equity Trustees</i></p> <p><b>LIVE</b></p>	<p>Safewill: Encouraging our supporters to create a will and consider leaving a legacy</p> <p><i>Jasmine Hooper, Cancer Council NSW Adam Lubofsky, Safewill</i></p> <p><b>LIVE</b></p>	<p>The May 50K: Growing the movement from \$2.1m to \$6.5m in 12 months</p> <p><i>Tanja Voss, MS Research Luke Edwards MFIA, Elevate Fundraising</i></p> <p><b>ON DEMAND</b></p>	<p>Using nurture journeys to SCORE supporters and systematically TEST - What can be achieved in 2 weeks &amp; \$5k when you're dedicated to the cause</p> <p><i>Leisa Quinn, UN Women Australia Shanelle Newton Clapham MFIA, Parachute Digital</i></p> <p><b>ON DEMAND</b></p>
<p>Dating your untapped prospects for Regular Giving acquisition success</p> <p><i>Matt Small MFIA, Bush Heritage Australia Karen Armstrong FFIA CFRE, More Strategic</i></p> <p><b>ON DEMAND</b></p>	<p>Planned Giving innovation in Australia: the continued development of relationship legacy fundraising within your philanthropic mix</p> <p><i>Lawrence Jackson MFIA, Catalyst Management; Meg Abdy, Legacy Foresight; Helen Merrick, FIA; David Knowles, KODA Capital; Dave Smith, Heaton Smith Group</i></p> <p><b>ON DEMAND</b></p>	<p>A Toe in TV Water: WWF-Australia Gifts in Wills TV awareness campaign</p> <p><i>Christine Robinson, World Wide Fund for Nature Australia (WWF) Marcus Lewis, Sanctuary Media Group</i></p> <p><b>LIVE</b></p>	<p>The 2.6 Challenge: Creating a national movement to inspire a nation to raise £11 million to save the UK's charities</p> <p><i>Fleurie Forbes-Martin, Studio Republic</i></p> <p><b>ON DEMAND</b></p>	<p>Influencing with Identity</p> <p><i>Martin Paul FFIA, More Growth Mahza Ahadiwand CFRE, Children's Cancer Institute Australia</i></p> <p><b>ON DEMAND</b></p>
<p>Breaking from tradition – thriving through changes How Caritas Australia broke from traditions to accelerate appeals growth</p> <p><i>Viviane Piccinini MFIA, Caritas Australia ; Dan Geaves MFIA, Marlin Communications</i></p> <p><b>ON DEMAND</b></p>	<p>Taking event led mid-value program to a virtual event program</p> <p><i>Sara Tetu, Leukaemia Foundation</i></p> <p><b>LIVE</b></p>	<p>3 things to do today! How to integrate a gifts in wills program into your fundraising mix</p> <p><i>Vicki Rasmussen FFIA CFRE, Charlies Foundation For Research</i></p> <p><b>LIVE</b></p>	<p>The good, the bad and the not so ugly of how to utilise Facebook Fundraising tools for your cause</p> <p><i>Alex Dobbing MFIA, Cure Brain Cancer Foundation</i></p> <p><b>LIVE</b></p>	<p>How to love your donors using philanthropic psychology?</p> <p><i>Professor Jen Shang, The Psychology of Philanthropy (UK) Paul Andrews, The Leprosy Mission (Australia)</i></p> <p><b>LIVE</b></p>
<p>Growing an individual giving program - mistakes and marvels</p> <p><i>Lauren McDermott MFIA, Harry Perkins Institute of Medical Research</i></p> <p><b>ON DEMAND</b></p>	<p>The toughest part of donor pipeline management: stewarding Standard Value donors over the Mid Value line</p> <p><i>Louise Woods &amp; Andrew Barrington, The Smith Family</i></p> <p><b>ON DEMAND</b></p>	<p>Building a Robust Estate Management Process</p> <p><i>Maureen Koegel, Bequest Assist Alexis Escavy, Greenpeace Australia</i></p> <p><b>ON DEMAND</b></p>	<p>The Grace Gala – transforming a live event into a virtual 'night in' to remember!</p> <p><i>Josh O'Rourke MFIA &amp; Eliza Hills MFIA, Cerebral Palsy Alliance</i></p> <p><b>ON DEMAND</b></p>	<p>How are your donors feeling? And why is this important?</p> <p><i>Richard Spencer &amp; Roger Lawson, About Loyalty (UK)</i></p> <p><b>LIVE</b></p>
<p>Individual Giving is Dead. Long Live Individual Giving</p> <p><i>Simon Scriver, Fundraising Everywhere</i></p> <p><b>LIVE</b></p>	<p>The who's who and how to of mid donors</p> <p><i>Ruth Wicks MFIA, More Growth Cherie Hansell, The Wilderness Society</i></p> <p><b>ON DEMAND</b></p>		<p>Punching above your weight: Tips and strategies for your organisation to create and manage a successful Giving Day</p> <p><i>Claire Baxter MFIA, Kidney Health Australia</i></p> <p><b>LIVE</b></p>	<p>The Duality of Giving: What Fundraisers Can Learn From African Philanthropy</p> <p><i>Mide Akerewusi, AgentsC</i></p> <p><b>ON DEMAND</b></p>
<p>DRTV: The ultimate in socially distanced fundraising</p> <p><i>Sophie Maher, The Smith Family Sarah Dalton, Save the Children Australia; Marcus Lewis, Sanctuary Media Group; Laurie McPherson &amp; Peter Muffett, DTV Group</i></p> <p><b>ON DEMAND</b></p>	<p>Embracing Difficult Conversations: Achieving greater trust and transparency with major donors</p> <p><i>Steffi Chang MFIA, Plan International; Audrey Hii, Animal Asia Foundation; Stacey Irving MFIA, Karrkad-Kanjgji Trust</i></p> <p><b>ON DEMAND</b></p>		<p>2020 – events nirvana or crisis?</p> <p><i>Carrie Fletcher MFIA, Donor Republic</i></p> <p><b>ON DEMAND</b></p>	
	<p>The Value of an Endowment Fund</p> <p><i>Chris Stevenson, The Smith Family</i></p> <p><b>ON DEMAND</b></p>		<p>The 13th Pink Test: Unlucky for some</p> <p><i>Ryan Barlow, McGrath Foundation</i></p> <p><b>LIVE</b></p>	

Leadership & Strategic Partnerships <i>Sponsored by Strategic Grants</i>	Fundraising How To.....	Adaptation & Responding to Change	Personal Effectiveness <i>Sponsored by Windsor Group</i>
<p>The Greenlight Pilot: Bringing Hollywood to the world of philanthropy</p> <p><i>Nicola Stokes, Sydney Children's Hospitals Foundation</i> <i>Dr David Court, Compton School</i></p> <p><b>LIVE</b></p>	<p>How to: Build a Major Gifts Portfolio in any size fundraising shop</p> <p><i>Robin Cabral MFIA CFRE, Development Consulting Solutions</i></p> <p><b>ON DEMAND</b></p>	<p>What now? Grant-Seeking in the post-COVID-19 climate</p> <p><i>Jo Garner FFIA CFRE, Strategic Grants</i> <i>Lea-Anne Bradley, John Villiers Trust</i> <i>Bill Maddock MFIA, RFDS QLD</i> <i>Jason Kimberley, Cool Australia</i></p> <p><b>ON DEMAND</b></p>	<p>Let's talk about the Elephant in the Room - Living with Mental Illness in Fundraising</p> <p><i>Ligia Peña CFRE, Greenpeace International</i> <i>Ian Adair, Gracepoint Foundation</i> <i>Karen McComiskey MFIA CFRE, Brotherhood of St Laurence</i></p> <p><b>LIVE</b></p>
<p>The future of Corporate Partnerships: where are the new opportunities?</p> <p><i>Linda Garnett MFIA &amp; Sharon Dann, Stellar Partnerships</i></p> <p><b>ON DEMAND</b></p>	<p>How to: Grow donor loyalty... and donor value</p> <p><i>Richard Spencer &amp; Rogar Lawson, About Loyalty (UK)</i></p> <p><b>ON DEMAND</b></p>	<p>Scandal: The erosion (and rebuilding) of public trust in nonprofits</p> <p><i>Dr. Cassandra Chapman University of Queensland</i></p> <p><b>ON DEMAND</b></p>	<p>What to say and how to act; a quick guide to incidental support training</p> <p><i>Sarah De Jonge, Cancer Council Tasmania</i></p> <p><b>ON DEMAND</b></p>
<p>HELP! I NEED SOMEBODY. HELP! NOT JUST ANYBODY: What The Beatles can teach you about engaging government effectively</p> <p><i>Mark Quigley FFIA, Social Ventures Consultants</i></p> <p><b>ON DEMAND</b></p>	<p>How to: Launch a Monthly Giving Program</p> <p><i>Vik Harrison, The Branded Startup / Charity Water</i></p> <p><b>LIVE</b></p>	<p>Stop Right Now (Thank You Very Much)</p> <p><i>Brooke Rose, University of Alberta</i></p> <p><b>ON DEMAND</b></p>	<p>Establishing Professional Barriers</p> <p><i>Sally Foley-Lewis</i></p> <p><b>LIVE</b></p>
<p>Making change that lasts - Embedding an organisation-wide partnerships framework at BSL</p> <p><i>Luke Toebelmann, Chris Mills &amp; Anita Toy, Brotherhood of St Laurence</i></p> <p><b>ON DEMAND</b></p>	<p>How to: Turn likes into dollars</p> <p><i>Stephanie Baldwin, Stuartholme School</i> <i>Dr Kathleen Chell AMFIA, The Australian Centre for Philanthropy and Nonprofit Studies</i></p> <p><b>LIVE</b></p>	<p>Finding certainty when there is no clarity: how to make wise decisions during uncertain times</p> <p><i>Bill Toliver</i></p> <p><b>ON DEMAND</b></p>	<p>Promoting Personal Resilience and Mental Wellbeing</p> <p><i>Rachel Bowes, LifeLine Australia</i></p> <p><b>ON DEMAND</b></p>
<p>The Leadership Challenge - How to make extraordinary fundraising happen through ordinary people</p> <p><i>Karen McComiskey MFIA CFRE, Brotherhood of St Laurence</i> <i>John Jeffries OAM, The Way Ahead</i></p> <p><b>ON DEMAND</b></p>	<p>How to: Get the most out of your fundraising website</p> <p><i>Rachel English, RSPCA NSW</i> <i>Jason Ruffell Smith, Marlin Communications</i></p> <p><b>ON DEMAND</b></p>	<p>The Good, the Bad &amp; the Ugly - Learnings from the Bush Fire Emergency and how you prepare for the next natural hazard</p> <p><i>Krystian Seibert, Centre for Social Impact, Swinburne University of Technology</i> <i>Simon Gregory, The Salvation Army</i> <i>Jennifer Doubell OAM FFIA CFRE, Peter MacCallum Cancer Foundation</i> <i>Dominique Hogan-Doran SC, The Australian Bar</i></p> <p><b>LIVE</b></p>	<p>Tribe Matters! Knowing when to have a Coach, Mentor or Both.</p> <p><i>Lisa Godfrey, C.E.O Visionaries</i> <i>Kari Musick MFIA CFRE, Juvenile Diabetes Research Foundation Australia</i> <i>Vicki Rasmussen FFIA CFRE, Charlies Foundation For Research</i></p> <p><b>ON DEMAND</b></p>
<p>Launching an Impact Investment Fund at Save the Children</p> <p><i>Laura Scott, Save the Children</i></p> <p><b>LIVE</b></p>	<p>How to: Manage non-profit branding for fundraising success</p> <p><i>June Steward MFIA, June's Fundraising Letters</i> <i>Rose Young, Baptist World Aid Australia</i></p> <p><b>ON DEMAND</b></p>	<p>Pivoting your privacy</p> <p><i>Katherine Raskob, Fundraising Institute Australia</i> <i>Elizabeth Marson, UNHCR Australia</i> <i>Richard Harris, Certus Solutions Limited</i></p> <p><b>ON DEMAND</b></p>	<p>How To: Advance In Your Fundraising Career: A Road Map For Your Future</p> <p><i>Robin Cabral MFIA CFRE, Development Consulting Solutions</i></p> <p><b>ON DEMAND</b></p>
	<p>How to: Prevent your board report boring your board</p> <p><i>Ben Holgate MFIA, Multiple Sclerosis Limited</i> <i>Ally Murray MFIA, The Wilderness Society</i></p> <p><b>ON DEMAND</b></p>	<p>Pivot Campaign - Quick fire session</p> <p><i>Rochelle Nolan, Lifeline Australia</i> <i>Anthea Rice MFIA, Royal Flying Doctor Service - National Office</i> <i>Marnie Thomson &amp; Stephen Bastow MFIA, Cystic Fibrosis WA</i> <i>Leila Davis, Taronga Conservation Society Australia</i> <i>Natalie Barnett CFRE, Arts Centre Melbourne</i></p> <p><b>LIVE</b></p>	
	<p>How to: Build a Philanthropic culture in your service focused organisation</p> <p><i>Tass Schmidt MFIA</i></p> <p><b>ON DEMAND</b></p>	<p>Fundraising in a recession</p> <p><i>Tim Longfoot, Open Creates</i></p> <p><b>ON DEMAND</b></p> <p>The COVID Quickening: Opportunities and challenges for digital fundraising in uncertain times</p> <p><i>Meredith Dwyer FFIA CFRE, HomeMade Digital</i></p> <p><b>LIVE</b></p>	