



PROGRAMME

Friday, 27 November 2020 (10.00-13.00 CET)

The European Fundraising Tour will be held online

10.00-10.05 **Welcome**

10.05-10.30 **OUTCOMES OF THE EUROPEAN COVID-19 SURVEY**

Laura McGrath, Nonprofit Industry Solutions Product Marketing Director, EMEA /
Salesforce, Ireland

Eduard Marček, President, EFA, Slovakia

10.30-12.55 **EUROPEAN FUNDRAISING TOUR**

There will be a 10-minute break during this session

REIGNITING RELATIONSHIPS WITH COLD SUPPORTERS

Karen Armstrong, More Strategic, Australia

INFLUENCER MARKETING AND WHY WE NEED TO DO IT DIFFERENTLY

Pinja Hirvilammi, Plan International, Finland

GENERATE FACEBOOK FUNDRAISING AT SCALE VIA PHONE

David Klajman, Fidelis, France

THE ITALIAN FUNDRAISING TASKFORCE FOR HOSPITALS DURING COVID-19

Simona Biancu - ASSIF, **Diego Maria Ierna** – Job4Good, Italy

FAMOUS WOMEN DINNER SERVICE CAMPAIGN (2018)

Sarah Dennis, The Charleston Trust, UK

CRISIS OR PROSPERITY? POLISH FUNDRAISING NOW

Andrzej Pietrucha, FAOO, Poland

FUNDRAISING IN THE CZECH REPUBLIC 2020

Jan Kroupa and **Jana Ledvinová**, Czech Fundraising Center, Czech Republic

STORYTELLING AND EMERGENCIES DRIVE DONATIONS IN SLOVAKIA

Katarína Bartovičová, Slovak Fundraising Centre, Slovakia

INTRODUCING THE FIRST ONLINE EUROPEAN TRANSNATIONAL GIVING PLATFORM

Anne-Laure Paquot, Transnational Giving Europe, Belgium

LEADERSHIP IN UNCERTAINTY - VIRTUAL EVENT PROFILE

Scott Kelley, Charities Institute, Ireland

THE CHALLENGES & OPPORTUNITIES OF STARTING OUT IN FUNDRAISING DURING COVID-19

Robert Pearce, European Lung Foundation, UK

JUST ASK YOUR FUNDRAISERS WHAT WOULD MAKE THEM EVEN MORE HAPPY!

Klaus-Dieter Boll, Zeit.Gut Coaching, Germany

THE COVID-19 DONATIONS MONITOR IN BRAZIL

João Paulo Vergueiro, ABCR – Brazilian Fundraisers Association, Brazil

VIRTUAL DONOR ENGAGEMENT DURING COVID-19

Tomasz Kierul and **Tanja Sarett**, Polish Fundraising Association, Poland/US

12.55-13.00

Closing remarks