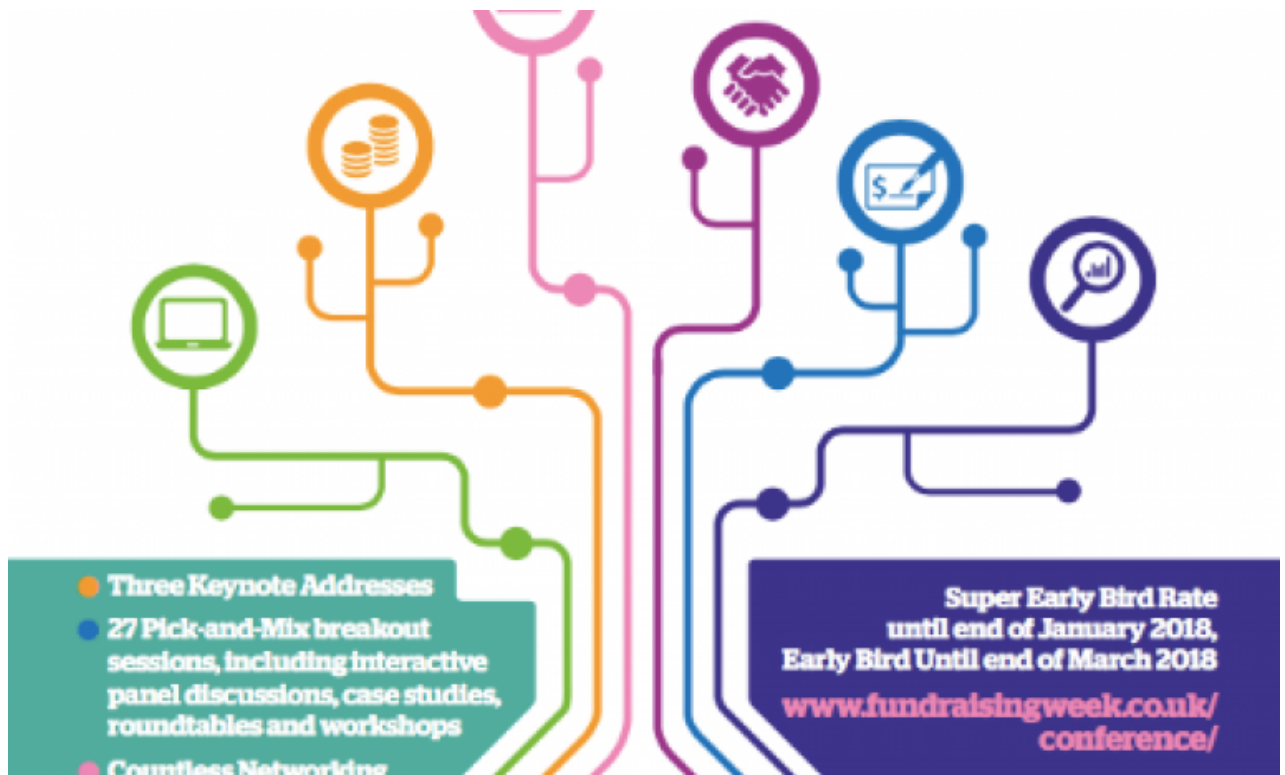


News

## Countdown to the Fundraising Conference 2018



05/14/2018 - 10:01



The event takes place on 22-23 May in London.

The event will be brimming with innovative ideas and fresh thinking to inject into fundraising strategies in the third sector.

[The Royal College of Physicians \(RCP\)](#) of **London** will host the conference on **22-23 May**. The event will explore major innovations across the digital space, individual giving, major donors, corporate partnerships, trusts and foundations.

The attendees could enjoy of some **workshops, panel discussions** and **networking opportunities** where discuss the next themes:

- **Impact of GDPR on the fundraising model:** The biggest concern of the sector, this theme will be running through the two days with a number of sessions addressing it in a different capacity, from exploring new income streams to identifying major donors in.
- **The change in giving trends:** With the rise of online giving platforms and crowdfunding, how are giving

trends shifting?

- **Social media strategies and supporter journey:** With the introduction of GDPR, charities are really focusing their efforts on retention, therefore it is important to have a consistent and interesting message on social. How can charities use social to convey their cause and mission, how can they convert followers into a regular-giving programme, and how can they keep donors engaged?
- **Video:** How do you use video to raise funds (not just brand awareness), how do you shoot and edit without using a studio and how and where do you push it out?
- **The changes to corporates CSR model:** How has the model evolved and how charities will need to evolve approach to align with this?

You can look at [the conference agenda](#).

If you are interested in taking part in the conference, you may [fill out the application form](#).

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