

REGULAR GIVING FORUM
1 & 2 November 2017
University of Technology Sydney

The University of Technology Sydney and Macquarie University are pleased to host the Regular Giving Forum for Advancement Professionals on Wednesday 1 and Thursday 2 November. Below is an agenda for the event. We hope that you can join us.

Tuesday 31 October

Time	Topic	Presenter
5-6pm	TBC/Welcome	Guest speaker
6-8pm	Networking	

Wednesday 1 November

Time	Topic	Presenter
9-11am Morning Workshop	Calling campaigns Regular giving	TBC
11-11.30am Morning tea		
11.30am-1.30pm	Acquisition Retention Reacquisition	TBC
1.30-2.30pm Lunch		
2.30-4.30pm Afternoon workshop	Direct Mail Toolbox <ul style="list-style-type: none"> - Donation forms - Surveys - Premiums - Campaign packs including overview and results - Data – testing, segmentation and propensity modelling 	TBC
5-6pm	Data arena showcase	TBC
6-9pm Networking and dinner		

Thursday 2 November

Time	Topic	Presenter
9.30am	Social media, email, Facebook and LinkedIn strategies	TBC
10.30-11am Morning tea		
11am-12pm	Student giving	TBC
12-1pm	Staff giving	TBC
1-2pm	Donor journeys and stewardship	TBC
2-3pm Lunch – Guest speaker		
3-4pm	Giving days	TBC
4pm	Crowdfunding	TBC