**1st International Face2Face Fundraising Congress**

Nov. 17th-19th 2020, Vienna – Austria

[www.f2f-fundraising.com](http://www.f2f-fundraising.com)

**Application to present at the
First International Face2Face Fundraising Congress**

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| **F2F Congress – Our goal**The first International Face2Face Fundraising Congress 2020 aims to provide a platform for learning, skill sharing and disruption around face2face fundraising. This unique global gathering connects decision makers and thought leaders from NGOs, fundraising associations and regulators as well as fundraising agencies and service providers from all around the world! In interactive, outcome-driven sessions crucial issues and trends pertaining to the vital fundraising tool face2face are explored in order to enable peer learning and experience exchange.A group of international senior fundraisers together with the Fundraising Association Austria are keen on bringing together the global community for this first congress of its type in Vienna, Austria in November 2020! For the first time Face2Face fundraisers from all over the world will meet, share experiences and discuss the future of this fundraising tool. |

**Call for sessions proposals – Apply to present/host a session**

We invite practitioners and academics in philanthropic contexts to submit a short summary outlining the topic they want to present or hold a workshop on. If the Program Committee accepts the submitted contribution the speaker will be invited to submit a full proposal within a given time. Although **all contributions are appreciated**, the Program Committee asks you to kindly fit your session proposal into the program structure of the congress with the following **key themes:**

1. **Innovation & Technology**Systematic innovation and improved technology is needed to manage and control the sign-up process and its full integration with complex back office management processes and long-term donor stewardship. Within this section we will address and share the pros and cons of the latest smart technologies in the market and those in development. Showcase how your organization and technology partners are responding to the various challenges, be they related to banking systems, quality control or analysis and reporting; share the specific apps used for sign-up processes, fundraiser motivation, storytelling and use of using virtual reality and other immersive experiences; examples of facilitating and controlling payments; performance analysis and big data, artificial intelligence etc. are the keywords in this section.
2. **Recruitment & Team Motivation**

The quality of the recruiters, team leaders and coordinators is crucial for successful F2F programs, not only regarding the number of supporters, average donation and retention rates, but also the side effects on the public image and acceptance as well as the value and appreciation of this fundraising tool within non-profit organizations. Share your experiences and best practice case studies as well as the failures with this complex but vital and high-level human resource management issue. We ask you to submit your idea around the following sub-topics:

* Different paths in recruitment strategies: Bring your case studies on your innovative recruitment model or show how your organization goes about facing recruitment challenges.
* Integrated F2F/online recruitment strategies: working with Google AdWords and other digital media.
* Cross recruitment experiences.
* Recruitment & education; train the trainer concepts, what works, what has failed?
* Key aspects of team motivation and retention, model case studies.
* Soft skills development and training; psychology of fundraisers.
* Human resources strategies, career development and personnel management, codes of professional conduct etc. in general.
1. **General Topics and Strategy**

As outlined above we also invite you to submit your general ideas or topics, but would like to mention some key issues here that you might consider exploring:

* What is the PESTLE for face2face fundraising now and in the next 5 years (**P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal, **E**nvironmental)? What is the context in which it operates, how might it develop and what does that mean for face2face programs?
* What is the PESTLE for emerging markets?
* How to set up a new program and structure it.
* In-house or agency, both or hybrid? What about combined programs between In-house team and agency team? Underlying strategies? Pros and cons of different approaches.
* Challenges and opportunities of in-house programs.
* Challenges and opportunities of establishing F2F in emerging markets.
* Core qualities of F2F programs, KPIs & benchmarks.
* The relevance of clothing/uniforms/staging/props etc.

**Application to present – Proposal submission form**

1. **Speaker details**

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| * 1. First name
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| * 1. Last name
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| * 1. Job title
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| * 1. Organization/Company
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| * 1. Country
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| * 1. Email
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| * 1. Phone
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| * 1. First language?
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| * 1. Are you comfortable presenting in English?
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| * 1. Short bio including speaker experience/scores (minimum 100 words, maximum 300 words)
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| * 1. Will you be requesting reimbursement for travel expenses?
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**Should your session proposal feature more than one speaker, please copy the above table and fill it out separately for any additional speaker.**

1. **Format of your proposed session (Please select only one format but feel free to expand on how you envision your session)**

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| * 1. Keynote Speech/Lecture (60 mins)
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| * 1. Open Space (Focus on audience-led debate/open discussion) (75 mins)
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| * 1. Workshop (Focus on interactive audience participation) (75 mins)
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1. **Your proposal for a session**

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| * 1. Under which of the three key themes can your session be subsumed?
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| * 1. Title of your session
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| * 1. Short description of your session (max. 200 words)
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| * 1. Short overview of topics that will be

covered by your session  |  |
| * 1. At which audience is your session aimed at?
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| * 1. List three expected learning outcomes
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| * 1. Will you cover examples from different countries? If so, which?
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**Terms and conditions**

The Fundraising Association Austria is pleased to offer speakers the following benefits:

* Attendance: Speakers who deliver a workshop or lecture receive a free 3-Day-Ticket for the entire duration of the International Face2Face Fundraising Congress (regular ticket price valued at 1,190 Euros)
* Accommodation: Invited speakers are offered two nights at one of the conference hotels (Ibis or NH) from Tuesday 17th to Thursday 19th November 2020. Any additional nights are at the speaker’s own expense unless by prior agreement.
* Travel: Travel reimbursement is only available for speakers from NGOs by prior agreement – only for economy class travel to and from Austria to a defined destination. Expenses will only be reimbursed on receipt of a properly completed expense claims form.

While we do appreciate session proposals with more than one speaker, shedding light on different perspectives, we are unable to reimburse additional speakers fully. Please consult our expense reimbursement policy below:

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| --- | --- | --- | --- | --- |
|   |   | **Free Ticket** | **Accomodation (2 nights)** | **travel expenses** |
| NGOs, Associations, Institutions | **1 Speaker** | Yes | Yes | Yes |
| **2 Speakers** | both | 50% refund pP | 50% refund pP |
| **3rd Speaker** | No | No | No |
| Agencies, Consulting, Service Providers, etc. | **1 Speaker** | Yes | Yes | No |
| **2 Speakers** | both | 50% refund pP | No |
| **3rd Speaker** | No | No | No |
| Combination of the above | **Speaker NGO** | Yes | 50% refund | 50% refund |
| **Speaker Agency** | Yes | 50% refund | No |

**Sales etiquette**

As the International Face2Face Fundraising Congress is primarily intended for the exchange of ideas and fundraising strategies, it is considered bad practice to use the sessions for blatant sales, or to dedicate whole slides to promoting commercial organizations or publications. Negative session feedback from delegates is often linked to over-selling or self-promotion from the speakers. Please note that the organizer of the F2F Fundraising Congress reserves the right to request that slides be amended should they be considered too commercial in style or make extensive reference to branded/copyrighted methods or approaches, which could be deemed too commercial in tone.

**Further timeline**

* Deadline to submit proposal: March 8th 2020
* Decision on proposals: On a rolling basis, but by May 1st 2020 at the latest.

By completing this proposal form you agree that your proposal is shared with the programme committee.

**Contact**

If you have any questions, please contact Peter Steinmayer (Head of Face2Face Congress, pst@fundraising.at, ++43 1 276 52 98-12).

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| **Please submit this submission form in word format via email to** **f2f-congress@fundraising.at** **with the subject line “F2F Congress Session Proposal”.** |