**1st International Face2Face Fundraising Congress**

Nov. 17th-19th 2020, Vienna – Austria

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

**Apply to Present**

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| **F2F – conference – The aim** The first International Face2Face Fundraising Congress 2020 aims to provide a platform for learning, skillsharing and disruption around face to face fundraising. Bringing together speakers to host interactive outcome driven sessions to enable direct dialog to develop, professionalise and address some of the issues. A group of global, senior fundraisers together with the Fundraising Association Austria are keen to bring together the global community for this first conference 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 – Apply to present/run sessions**

We invite practitioners and academics in philanthropic contexts to submit a short summary outline on the issue they want to talk about or hold a workshop on. If the conference 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 conference committee asks you kindly to fit into the conference theme focusing on the following **headline topics:**

1. **Ethical Standards & Self-Regulation**Ethical standards and self-regulation initiatives have been early developments within the F2F world. Within this section we want to understand the landscape within which the tool of F2F is embedded, such as; how can it impact upon the acceptance, influence and image of the sector and of fundraising within a non-profit organization?; Pricing policies and practice versus quality management and delivery; Price models/cost per donor – what is the *right* price to pay for what quality donor? Further, more are we interested to understand about the mechanisms of self-regulation, especially in emerging markets. Market saturation leads to various ways how capacity and/ or location management is or can be regulated; share your case studies how you in your country/region/organisation deal with quality initiatives (quality standards), advocacy and joint initiative(s) of self-regulation.
2. **Innovation & Technology**Systematic innovation and improved technology is needed to manage and control the sign-up process and its full integration with and 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 organisation 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.
3. **Donor Journey: Open up to other strategies and how they interact***“A Donor Journey is a series of communications with donors that follow the logical evolution in the relationship between the organisation and the donor. The Donor Journey inspires and delights donors. In this way, their connection with the organisation should be strengthened and donations should be increased in the long term. “*

Definition by [*https://blog.raisenow.com/en/what-is-a-donor-journey/*](https://blog.raisenow.com/en/what-is-a-donor-journey/)

Within this topic we ask you to showcases of interaction with potential donors and/or new adaptions or even new ways to approach on street, we want to understand your designed donor journey and/or how integrated fundraising (F2F working other fundraising tools such as SMS, telephone, WhatsApp, Instagram etc.) is handled in your organisation; what do you undertake to systematically retain and develop the lifetime value of your face to face recruited donors.

1. **Recruitment & team motivation**

The quality of the recruiters, team leaders and co-ordinators is crucial for successful F2F programs, not only regarding the number of supporters, average donation and retention rates, but also the side-impacts on the public image or acceptance and valuing of F2F with non-profit organisations. 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 organisation 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**

As outlined above we invite you to submit your special ideas or topics, again we address some key issues here you might consider to present or discuss on:

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

1. **Business models**

As in society also the F2F fundraising word there are abroad range of urgent sustainability challenges, in particular, how to create “sustainable business models” – and the contribution to ecological/ social/economic value creation – will be of high relevance. We are looking for future-fit F2F business models within the community to foster innovative transitions. You are invited to send in your case studies and/or ideas for a series of discussion panels in front of a highly competent audience.

**Apply to present – proposal 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. Organisation/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 CV including speaker experience/scores (minimum 100 words, maximum 300 words)
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| * 1. Will you be requesting reimbursement for your travel expenses?
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1. **Format of 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 six headline topics 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 are pleased to offer speakers the following benefits:

* Accommodation & Attendance: Speakers who deliver a workshop or keynote will receive a free three-day-ticket for the international Face2Face Fundraising Congress including 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 available for speakers only 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.
* Your personal data: By completing this proposal form you agree that your proposal is shared with the programme committee.

**Further timeline**

* First proposal deadline: Jan 24th 2020
* Decision on proposals: continuously, but by March 31st, 2020 at the latest

**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 the speaker form by email with the subject line “F2F Conf Session Proposal” to** **f2f-congress@fundraising.at****.** |