

# 1st International Face2Face Fundraising Congress

May 30<sup>th</sup> to June 1<sup>st</sup>, 2023, Vienna – Austria

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

## Apply to Present a Session

### F2F – conference – The aim

The first in-person International Face2Face Fundraising Congress 2023 aims to provide a platform for learning, skill sharing and disruption around face to face fundraising, in all its forms. Bringing together speakers to host interactive outcome driven sessions to enable F2F fundraising to develop, professionalise and address some of the key issues that confront us.

A group of international fundraisers, together with the Fundraising Association Austria, are keen to bring together the global community for this first conference in Vienna, Austria in May/June 2023!

For the first time Face2Face fundraisers from all over the world will meet, share experiences and discuss the future of this important fundraising tool.

### Call for papers – Apply to speak!

We invite practitioners and academics in philanthropic contexts to submit contributions on the issue they want to talk about or hold a workshop on. If the conference committee accepts the contribution the speaker will be invited to submit a full presentation 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. Recruitment & team motivation

The pandemic and GenZ has had major influence on the recruitment of fundraisers and it became a global challenge in that it is harder than ever to recruit and retain fundraisers. The quality of the recruiters, team leaders and co-ordinators are crucial for successful F2F Programs, not only regarding the number of supporters and their average donation but also concerning side impacts such as an organisation's public image and/or the inhouse acceptance of F2F as a tool. Share your experiences and good practice/solution 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 addressing the challenges.
- Online recruitment strategies: such as working with Google AdWords and other social/digital media
- Recruitment & education; train the trainer concepts; non-financial and financial incentives - what works/fails?
- Retention of fundraisers and actual "fundraiser-journeys" as they develop a career path in F2F

- Career path in the broader fundraising/ non-profit sector starting as a face to face fundraiser/facer – what is possible, show us some successful examples.
- Key aspects of team motivation, model case studies
- Soft skills development
- Human Resources Strategies in general

## 2. Innovation & Technology

Since the need for systematic innovation and technology management is found in institutions/ organisations/ companies in all sectors and of all sizes – also F2F strategies must understand and apply innovative technologies all the time. Within this section we will address smart technologies/ technics on the market and/ or in development. So, bring your showcase of case studies that highlight various specific challenges the F2F community is facing: such as specific digital apps for sign-up procedures, banking, storytelling, fundraiser motivation, VR (examples of using virtual reality), examples of facilitating payment efforts and big data handling are the keywords in the section.

## 3. Donor Journey: Open up to other strategies and how do 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/>

Within this topic we ask you to send in showcases of interaction with potential donors and/ or new adaptations or even new ways to approach donors on the street, at the door, in public place or at events; we want to understand your designed donor journey and how integrated fundraising (F2F& other fundraising methods such as corporate partnerships or major donors) is handled in your organisation, and what you do to systematically retain and develop donors such as special retention programmes.

## 4. Ethical Standards & Self-Regulation

Ethical standards and self-regulation initiatives have been early developments within the F2F fundraising world. Within this section we want to understand the landscape within the tool F2F is embedded; how can acceptance, influence & image in sector/within one's own organization be developed and sustained? Price policies versus quality management: Price Models donor – what is the right price to pay for what returns? Furthermore, we are interested to understand about the mechanisms of self-regulation, especially in emerging markets. Market “saturation” leads to various ways as to how capacity and location management is regulated: show us your case studies how you in your area/region/country deal with quality initiatives (quality standards), advocacy and joint initiative(s) of self-regulation.

## 5. Business models

As in the wider society the F2F community faces a broad range of urgent sustainability challenges, in particular, “sustainable business models” – also the contribution to ecological/ social/economic value creation – will be of high relevance. We are looking for future-fit F2F business models within the branch to foster innovative transitions. You are asked to share your case studies and ideas for discussion panels in front of a highly competent and knowledgeable audience.

## 6. 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 presenting or having discussed on:

- How to set up a new program and structure
- In-house and/or agency? Underlying strategies? What about combined programs between in-house team and agency team?
- Challenges of in-house programs.
- Opportunities, challenges and solutions when setting up and managing F2F in emerging markets.
- Core qualities of F2F programs, KPIs & benchmarks
- The relevance of clothing/ uniforms, identity, visual and design elements of where F2F is carried out