

Free online conference addresses how to fundraise

Fundraising Online 2015 is a free, virtual conference which will enable anyone who is involved in digital marketing and fundraising for non-profit organisations, to hear from some of the leading experts in this field. It takes place on 13 and 14 May and, once registered, delegates can view live or on demand, in the comfort of their own work spaces.



Image via [123RF](#)

Keeping abreast with changes in technology is tough for most marketers, but for those who work in the non-profit sector, the challenge can be even greater, especially for those in developing countries. To address this need, The Resource Alliance, a global organisation which works around the world to strengthen non-profit organisations and help them become more effective, is once again convening its successful free virtual Fundraising Online conference.

Over the two days, 16 sessions will be presented by leading experts in digital marketing, online fundraising and social media marketing, from within and outside the non-profit sector. Full details on the programme are available [here](#) and include the following:

- Six practical methodologies to enable you to get started - Dr Scilla Elworthy (UK)
- Charities don't tweet, people do - Euan Semple (UK)
- Adapting to a changing world: the innovation imperative - Colin Habberton (South Africa)
- Seven ways to use mobile to build your supporter base - Nick Allen (US)
- Integrating digital into your old fashioned fundraising stuff - Sean Triner (Australia)
- Crowdfunding for fundraisers - Ronald Kleverlaan (Netherlands)
- Five learnings from masters of social media you can use in your fundraising today - Touko Sipiläinen (Finland)

Last year over 2,000 delegates from 120 countries participated in Fundraising Online, which aims to help charities of all sizes successfully navigate the shifting sands of technological change.

With a focus on empowerment and bridging the gap between online and offline initiatives, Fundraising Online 2015 makes it possible for delegates to benefit from the expertise of renowned speakers in the comfort of their own workplace, wherever and whenever it suits.

"I wouldn't miss it! This will be the third year in succession that I have 'attended' Fundraising Online and it's never failed to deliver new ideas, trends and real examples of how other non-profits are harnessing the power of the Internet to raise funds. Highly recommended," says veteran South African fundraiser and online fundraising specialist, Sheila McCallum.

To register, go to www.fundraisingonline.com.