

Regular Giving and Legacies 2025

Manchester, United Kingdom | January 21 - 22, 2025



In the last 5 years, regular giving and legacy professionals have grappled with the implementation of GDPR, a global pandemic, the worst cost of living crisis for decades and a global decline in donor numbers. At this year's conference, we will explore why it's not all doom and gloom, and why now more than ever we should be celebrating the importance of regular and legacy giving within our institutions.

Exploring the impact of regular and legacy giving within the sector, delegates will leave with everything they need to be the biggest advocate for their programmes. The conference programme will look at industry insights, to give delegates the knowledge and statistics to demonstrate the importance of regular and legacy giving, and why it has never been more important to invest in these programmes.

There will also be practical sessions for all levels, with takeaways and templates ready to use when delegates get back to the office, regardless of their team size or budget.

Learning Objectives

- Highlight key fundamental updates in regular giving.
- Highlight key fundamental updates in legacies and legacy giving.
- Discuss proven and emerging practices to maximize results in direct mail, phone, and online giving programmes.
- Enhance your interpersonal skills to build strong professional relationships.
- Analyse data and research regarding in regular giving trends
- Refine your skills in how to collaborate with internal and external stakeholders about the value of regular giving and legacy programmes.
- Identify the effectiveness of appeals and apply lessons for more powerful solicitations.

Who Should Attend

- Established development professionals with new responsibilities in regular giving or legacy giving who would benefit from fresh ideas and the opportunity to network with others in the field.
- Newcomers and intermediate-level professionals in regular and/or legacy giving.

Dates:

21-22 January 2025

Venue:

DoubleTree by Hilton Manchester Piccadilly
One Piccadilly Place, 1 Auburn Street, Manchester, M1 3DG

Audience:

65-70 delegates, from experience levels 1-4



Chairs:

Emma Simpson, Head of Regular Giving, London School of Economics and Political Science (LSE)

Emma has worked in higher education fundraising for almost ten years and is currently Head of Regular Giving at London School of Economics. Prior to this, Emma worked within Oxford University, most recently as Deputy Director of Development at St Catherine’s College. She’s passionate about the transformative effect of education and how regular giving can help institutions achieve this.

Anna Wall, Head of Regular Giving and Legacy Giving, Imperial College London

Anna has worked in both the charity sector and higher education fundraising for more than 17 years and currently oversees Imperial College London’s regular giving and legacy giving programmes. Anna has successfully built and grown legacy programmes in a number of organisations and more recently, has developed expertise in regular giving and mid-value fundraising at Imperial. Her specialisms are multi-channel donor acquisition, upgrade and stewardship to the few and to the many, across all levels of giving. She also has broad experience in face-to-face fundraising, direct mail and telephone fundraising, supporter journey, database management, events and long-term strategic planning for fundraising programmes. Anna is also accustomed to working with colleagues across all areas of Advancement including fundraising and alumni relations to maximise opportunities for collaboration and a donor centric approach to fundraising.

SPONSORSHIP OPPORTUNITIES

	Ed. Partner*	Non-Ed. Partner
Main sponsor (one available)	£3,360	£4,032
Dinner sponsor (one available)	£2,744	£3,293
Exhibition space + session	£2,352	£2,822
Exhibition space + roundtable	£2,050	£2,460
Exhibitor	£1,736	£2,083
Branded lanyards	£1,323	£1,588

VAT not included

**Educational partners are companies that associate themselves with CASE*

If you would like to book more than one sponsorship item, we will be open to negotiate a special rate.

Main sponsor (one available)

Benefits:

- One 50-min break-out session
- One 15-min product/service demo session
- Acknowledgement by conference chairs as main sponsor during opening and closing remarks
- Company logo (with link) on conference website acknowledged as main sponsor
- Company marketing literature / goodie seat drop at the opening session (material provided by the company)
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- 03 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Dinner sponsor (one available)

Benefits:

- One 50-min break-out session
- 5min speech during dinner
- Acknowledgement by conference chairs during opening and closing remarks as sponsor
- Company logo (with link) on conference website acknowledged as sponsor
- Company marketing literature / goodie seat drop at dinner (material provided by the company)
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Exhibition space + session

Benefits:

- One 50-min break-out session
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- Acknowledgement by conference chairs during opening and closing remarks
- Company logo (with link) on conference website acknowledged as exhibitor
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Exhibition space + roundtable

- One 50-min roundtable
- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- Acknowledgement by conference chairs during opening and closing remarks
- Company logo (with link) on conference website acknowledged as exhibitor
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Exhibitor

Benefits:

- Tabletop for exhibition (1 trestle table, 2 chairs, tablecloth)
- Acknowledgement by conference chairs during opening remarks
- Company logo (with link) on conference website acknowledged as sponsor
- 02 complimentary delegate passes
- Company logo and text in the app
- Delegate list

Branded lanyards

- Logo branding on lanyards for delegates (to be produced by CASE), with colour of choice to suit company logo
- Company logo (with link) on conference website acknowledged as sponsor
- 01 complimentary delegate pass
- Company logo and text in app
- Delegate list

Information needed from all sponsors:

Company logo	In .jpg or .png; one with transparent background
Company info for app	<ul style="list-style-type: none">- Website- Twitter, Instagram, LinkedIn handles- Text about the company (150 words)

Please send this info to Cristina Marochi (cmarochi@case.org) by the **2nd December**

Additional information needed from *sponsors that will have a session or a roundtable*:

Session or roundtable info	<ul style="list-style-type: none">- Session/roundtable title- Session/roundtable description (max 150 words)- Session/roundtable speaker(s) with name, job title, institution
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How to book your sponsorship

Please get in touch with Cristina Marochi (cmarochi@case.org) informing the item(s) you would like to book. A contract will be prepared and your sponsorship will be confirmed once it is signed.