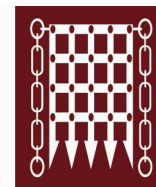


Westminster Social Policy Forum Keynote Seminar
Next steps for charity fundraising: new approaches, Fundraising Preference Service and preparing for EU GDPR

Timing: Morning, Tuesday, 31st October 2017

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR



**WESTMINSTER
SOCIAL POLICY
FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Baroness Barker, Liberal Democrat Lords Principal Spokesperson for the Voluntary Sector
- 9.05 - 9.35 **Charity fundraising in the new regulatory environment**
Stephen Dunmore, Chief Executive, Fundraising Regulator
Questions and comments from the floor
- 9.35 - 10.35 **Trust and innovation: Code of Practice, implementing the Fundraising Preference Service and new approaches**
What are the early indications for the Code of Fundraising Practice in ensuring fundraising organisations are operating in the principles and behaviours it sets out, and what steps should senior staff take to ensure practices are being implemented? Following the launch of the Fundraising Preference Service (FPS) which gives individuals the opportunity to opt-out of communication from specified charities, what more should be done to further build trust in the sector and how can the technical and organisational practicalities in implementing FPS be overcome? What is the potential for new emerging ways of fundraising such as legacy giving and crowdfunding, and what further role can digital technology play in supporting innovation in the sector?
Briony Gunstone, Associate Director, YouGov
Daniel Fluskey, Head of Policy and Research, Institute of Fundraising
Sarah Woolnough, Executive Director of Policy and Information, Cancer Research UK
Michael Sanders, Chief Scientist and Head of Research and Evaluation, The Behavioural Insights Team
Lawrence Simanowitz, Charity Partner and Head of Culture + Creative, Bates Wells Braithwaite
Questions and comments from the floor
- 10.35 - 11.05 **Maintaining standards and ensuring public confidence in charities**
Sarah Atkinson, Director of Policy and Communications, Charity Commission
Questions and comments from the floor
- 11.05 - 11.10 **Chair's closing remarks**
Baroness Barker, Liberal Democrat Lords Principal Spokesperson for the Voluntary Sector
- 11.10 - 11.45 Coffee
- 11.45 - 11.50 **Chair's opening remarks**
Daniel Fluskey, Head of Policy and Research, Institute of Fundraising
- 11.50 - 12.55 **Preparing fundraising organisations for EU GDPR: compliance, supporting smaller charities and implications of the Data Protection Bill**
With EU General Data Protection Regulations (EU GDPR) coming into force in May 2018, what steps should fundraising organisations be taking to ensure they are compliant, particularly in reference to putting in place specific staff with responsibility for data management and ensuring all employees and volunteers are made aware of new requirements? Is enough being done to support smaller charities in preparing to comply with EU GDPR and how might challenges around lower resources and staffing be mitigated to ensure they are not at a disadvantage compared to bigger charities? To what extent should organisations upgrade their customer relationship management systems (CRMs) to be able to manage data at a more granular level as part of the new regulations, and how will increased responsibilities change the relationship with IT suppliers? With the Government outlining plans for a new Data Protection Bill to give individuals more control over their data, how can fundraising organisations be supported to ensure they are complying with potential new laws?
Stefano Debolini, Associate, Sheridans
Mark Foulsham, Chief Digital Officer, Scope
John Mitchison, Head of Preference Services, Compliance and Legal, Direct Marketing Association
Rowenna Fielding, Data Protection Lead, Protecture
David Ainsworth, Editor, Civil Society News
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Social Policy Forum closing remarks**
Daniel Fluskey, Head of Policy and Research, Institute of Fundraising
Michael Ryan, Deputy Editor, Westminster Social Policy Forum