

## Draft Programme

### Key Note Presentations

#### Plenary 1:

How to acquire 3 million online donors in 18 months: what your NGO can learn from the Obama campaign (*provisional title*)

Scott Goodstein, External Online Director for the 'Obama for America' Presidential Campaign

#### Plenary 2:

Using video to connect with your donors and prospects

Ramya Raghavan, manager of non-profits and activism at YouTube

#### Plenary 3:

Getting inside the donor's head to create effective online fundraising

Premal Shah, president of Kiva.org

### Workshops

1. Developing a digital strategy for your organization - making the most of the exciting opportunities, knowing where to focus and being aware of the risks!  
Jason Potts, Think Consulting Solutions, UK
2. Engaging the mobile and social network "Trysumers:" Converting Web visitors and activists into donors  
Marcelo Iniarra, marceloiniarra.com, Argentina
3. Maximizing the value of your donors with an integrated direct response strategy -- online, mail, phone, mobile, direct dialogue, and major donor  
Geoff Regan, Defenders of Wildlife, USA
4. Cultivating major donor relationships online  
Nick Allen, Donordigital, USA
5. Fighting the Recession with Online Tools  
Mal Warwick, Mal Warwick Associates, USA
6. Innovations in online fundraising from emerging markets 1: Argentina  
Speakers to be confirmed
7. Innovations in online fundraising from emerging markets 2: Brazil  
Speakers to be confirmed
8. "Making social media work for fundraising, from event personal pages to team pages to Facebook"  
Mike Johnston, Hewitt and Johnston Consultants, Canada
9. Using mobile to build and activate your constituency  
Speaker to be confirmed

## **Bios of plenary speakers**

[Ramya Raghavan](#) is the Non-profits and Activism Manager at YouTube. She manages the YouTube Non-profit Program (launched at the Clinton Global Initiative in the fall of 2007), AgentChange (YouTube's nonprofits video blog), and nonprofit and activism video content on the site. Prior to joining YouTube, Ramya organized video campaigns for Campus Progress, a DC-based nonprofit organization, and worked for Advocates for Children of New York.

<http://www.huffingtonpost.com/ramya-raghavan>

[Premal Shah](#) is president of Kiva.org. Prior to Kiva, Premal was a Principal Product Manager at PayPal, an eBay company. During his 6 year career at PayPal, Premal drove a number of key initiatives including a year long project defining eBay's role in economically empowering the global working poor. A number of corporate initiatives have come out of this effort, including PayPal's support of Kiva. Prior to PayPal, Premal was a strategy consultant at Mercer Management Consulting in New York. Premal has had a long standing interest in microfinance. In 1997, he was awarded a grant from Stanford University to research microfinance in Gujarat, India. More recently Premal co-founded the Silicon Valley Microfinance Network and spent 2 months in India working to refine / validate Kiva's model. In 2006, Premal was a featured speaker at the Clinton Global Initiative and Global Microcredit Summit. Premal graduated with a B.A. in Economics from Stanford University.

<http://www.kiva.org/about/people/>

**More sessions to be announced soon. (Programme subject to change)**