



ChildFund®

Communication  
and Marketing  
Committee Meeting

**Zambia**

13<sup>th</sup> March 2017



# Day One

## Building our Audiences

8:30	<b>Welcome, Introductions, and what to expect over the next four days</b>	<b>Cheri</b>
9:00	<b>Welcome to Zambia – Country information and safety briefing</b>	<b>Chola, and the Zambia team</b>
9:30	<b>ChildFund compared the competition: A look at donor trends and benchmarking across the alliance</b>	<b>Diana</b>
10:30	<b>Alliance Performance : discussion of reported KPIs from across the Alliance and how we would like to use this data moving forwards.</b>	<b>Rob</b>
11:30	<b>Human Doing: New US brand positioning</b>	<b>Angela</b>
	<b>Lunch</b>	
1:30	<b>ChildFund Australia's new proposition: diversification of income, retention of supporters and building our brand. Pass it back international initiative.</b>	<b>Di</b>
2:30	<b>Growing your digital Audience; How the US and Spain have grown their digital audiences</b>	<b>Floriane, Rob/ Angela</b>
3:45	<b>Lead Generation and Conversion Fundraising - how Spain achieved a 7% conversion rate for new acquisition.</b>	<b>Floriane</b>
4:45	<b>Using Digital and Social Media to Support Fundraising – Meeting the changing expectations of supporter through Social media and digital platforms.</b>	<b>Leanne</b>
5:30	<b>Ethiopian Virtual Reality Film</b> <i>*if you have a VR headset &amp; phone please bring it to CMC</i>	<b>Yoonmi</b>
7:30	<b>Dinner with the Zambian Senior Management Team</b>	<b>Chola</b>



# Day Two

## Donor Development

8:30	<b>Welcome</b>	<b>Di</b>
8:45	<b>Camogie update and workshop: Opportunities for growth and problem solving workshop.</b>	<b>Elena</b>
10:00	<b>Using Symbolic language: A collaboration between Barnfonden and UEPLM</b>	<b>Cecilia</b>
10:30	<b>Child Sponsorship Video Chats</b>	<b>Marco &amp; Sonia</b>
11:00	<b>Tele Marketing: Managing outsourced and in-house TM programs for acquisition and donor development.</b>	<b>Floriane</b>
12:00	<b>Child Friendly Accountability and Secretariat Update - What's what and who's who at the Secretariat. Child-friendly Accountability: the state of play</b>	<b>Diana</b>
12:45	<b>Lunch</b>	
1:30	<b>Maximizing Donor Income – Delivering supporter engagement in a rapidly changing world.</b>	<b>Leanne</b>
2:30	<b>Regular Giving in Australia - New product development from Australia.</b>	<b>Di</b>
3.30	<b>Innovations and lessons learned in Canada</b>	<b>Bonar</b>
4.15	<b>Small Voices Big Dreams: Results, Reflection and Future</b>	<b>Bonar and Di</b>
5.15	<b>Vision Mission, Descriptor and brand - Finalizing the Alliance vision, mission &amp; descriptor for approval by the CEO Forum/Board. Updating the style guide.</b>	<b>Diana</b>





# Day Three

## The CMC Moving Forwards

8:30	<b>Welcome</b>	<b>Rob</b>
8:45	<b>Innovation case studies:</b> <i>snapshots of innovations in fundraising and engagement from around the world</i>	<b>Rob</b>
9:45	<b>Recommendations for the CEO Forum:</b> <i>How can we be more creative in our Fundraising? What is the best way forward for the Alliance?</i>	<b>Di &amp; Cheri</b>
11:30	<b>CMC</b> - <i>A look at the Alliance, how its structure and shaped. How we would like it to function moving forwards.</i>	<b>Di, Cheri, Rob</b>
12:30	<b>Wrap up and Reflections</b>	<b>Cheri, Rob, Di</b>
1:00	<b>Lunch</b>	
13:30	<b>Depart for Luangwa!</b>	
14.15	<b>Stopover at Chainda Community</b>	<b>Chongwe</b>
18:00	<b>Arrival In Luangwa</b>	<b>Luangwa</b>
19.00	<b>Dinner with brief on Overview of Luangwa Programs</b>	<b>LP Office</b>



# Day Four Program Visit

Time	Activity	Location	Person
07:30	Courtesy call to District Commissioner (DC)	DCs office	Danford
08:05-09:35	Meet boat youth groups	Harbor	Danford
09:45-10:30	Kamoba village for piped water project	Kamoba village	Danford
11:00-11:30	Yapite solar powered bore hole	Yapite village	Chikasha
11:40-12:00	Yapite solar fence area	Yapite	Danford
12:00-13:30	Visit to Chimutengo preschool and meet children, parents, child protection committee and DEBS officials	Chimutengo school	Danford
13.30-14.15	Lunch		Harriet
14:30-16:00	Visit special education needs school, to meet and interact with the children	SEN unity	Harriet
16:00	Debrief	SEN	Danford

**Notes:** Those travelling on EK714, 21:25 will leave with ChildFund car at 15:30hrs. The rest leave with the bus at 16:30hrs for Palmwood Lodge



# Logistics

- ✓ All participants must complete the registration form, please do so as soon as possible:  
<https://goo.gl/forms/hFgbEfY1gHxPOYII3>
- ✓ All participants should have arrived by the evening 12th March.
- ✓ The conference hotel is:  
<http://www.palmwoodlodge.co.zm/>. *If you would like an airport transfer please indicate on your registration form.*
- ✓ Please read the country briefing document before your arrival.
- ✓ In advance of the meeting please send the following to Rob:
  - ✓ Requested KPI's
  - ✓ An Innovation snapshot for discussion
- ✓ Dresscode:
  - ✓ Conference: casual
  - ✓ Program visit: Arms and Legs should be covered. No flip flops.

