

Meet the facilitator

Ruth Wicks

Senior Consultant, More Strategic

With more than two decades of experience in the fundraising and not-for-profit sector, Ruth Wicks is a respected strategist and collaborative thought leader who has guided organisations of all sizes to achieve sustainable growth. Her expertise spans strategy and insight development across mass market fundraising (single and regular giving), mid-value giving, bequests, events, and philanthropy. Ruth specialises in applying evidence-based analysis, donor insights, and financial modelling to guide investment decisions, shape long-term fundraising strategies, and drive enduring supporter engagement and income growth.

A recognised authority in mid-value giving, Ruth has worked with numerous organisations to develop strategic frameworks, donor journeys, and bespoke product offerings grounded in deep sector insights and data on what truly differentiates mid-value donors. She has delivered her Mid-Value Donor Masterclass to strong attendance for three consecutive years and has spoken widely at industry forums and conferences on the evolving role of mid-value supporters and how to unlock their full potential through targeted engagement and investment strategies.

Ruth has led multiple cross-sector research initiatives to understand donor behaviour, develop meaningful donor journeys, and build high-impact engagement strategies that drive lifetime value.

Her expertise includes crafting multi-year fundraising roadmaps, facilitating proposition development processes, designing donor-centric journeys, and modelling investment scenarios that secure Board-level support to ensure strategic vision translates into concrete results. Her dedication to understanding the unique motivations of donors has guided numerous organisations towards more personalised, enduring supporter relationships.

A confident and dynamic public speaker, Ruth has delivered keynotes and masterclasses at leading conferences both in Australia and abroad, sharing her passion for data-driven insights, design-thinking processes, and practical techniques that elevate donor engagement. Whether advising charities large and small, mentoring emerging fundraisers, or pioneering collaborative research projects, Ruth consistently brings clarity, inspiration, and a commitment to strategic excellence in every endeavour.