28 Years of Excellence of Coaching and Mentoring Professional Fundraisers

SEIZE THE OPPORTUNITY

A fail-proof system for cultivating and soliciting the largest major gift possible to the greatest joy of the donor—with total immersion in Moves Management™

Detroit, MI • June 17-18, 2019

Approved Provider for CFRE continuing education—12 pts

attend. learn. connect. excel.
Seize the Opportunity

Detroit, Michigan
June 17-18, 2019
Detroit Marriott at the Renaissance Center
Detroit, MI 48243-1003, USA

Hotel room discounts are available. Please see page 4 or our website for additional information.

Seminar Format

Agenda

7:15 - 8am Breakfast
8:00 - 12noon Morning sessions
12noon - 1:00pm Working Lunch
1:00 - 5:00pm Afternoon sessions
5:00 - 5:45pm Reception

Second day ends at 3:30pm. Breakfast, lunch and the reception are included with your registration. The evening is your own.

Who Should Attend

This Seminar is for anyone who is involved in asking for gifts—Board Members, Volunteers, the entire Staff. It provides every element in securing the gift. If you have the responsibility of soliciting, this Seminar is for you. Or if you wish to move into Major Gifts in the future, this will be a tremendous asset for you. And for your resume.

CFRE Continuing Education Approved Provider Programs

ICG is an approved provider of CFRE continuing education. All courses presented are submitted to CFRE International for review.

Take Charge of Your Professional Development

A fail-proof system for cultivating and soliciting the largest major gift possible to the greatest joy of the donor—with total immersion in Moves Management™

In this Seminar, we introduce you to a system developed by the Institute for Charitable Giving called Moves Management™. Major gifts come to the fundraisers and institutions that understand the most telling factors that influence donors. Donors give to organizations they trust and have confidence in. This Seminar teaches you to make them believers.

During these two days we explore in depth each of the following:

Part 1: Dynamics that Drive Major Gift Strategies—Identifying Your Top Probable Donors for Planned & Major Gifts—In this session we introduce you to the process using a tool we call the “Prospect Evaluation Grid.”

Part 2: Developing Cultivation Plans through the Moves Management™ process using the “Prospect Evaluation Grid”—You will determine the sequence of donor decision making, financial capability, and where your organization might fit along with their obligations already in place.

Part 3: Implementing Moves Management™—A structured step-by-step process in developing the relationship between the donor & the institution. We discuss the important role and responsibilities of the “Moves” Manager.

Part 4: Strategizing and Scripting the Ask to Ensure Securing the Gift—We explore all areas of making a successful ask involving the Fundraiser, the Volunteer, and the Donor. There is extensive interaction and role playing that is fun and instructive.

Part 5: Art and Science of #DonorLove—Strategies and case studies that illustrate how to use the principals of #donorlove in your case for support, annual reports (even better, gratitude reports!), with your mid-level, leadership and legacy donors, and everywhere else in your fundraising program.

Part 6: Donor Centric Fundraising. What Motivates a Donor?—We will discuss what motivates donors to give large gifts. For purposes of this discussion, we will consider large gifts as any donation in the range of mid-six figures or more.

Part 7: The #DonorLove Experience—Strategies and examples of creating #donorlove experiences at all stages of your fundraising program. You’ll learn the science and psychology behind great emotional fundraising.

Learn More or Register Now at www.instituteforgiving.org

Fundraising is not something you do to someone.
Asking for a gift is something you do for someone.
Our faculty is an exciting group of the best and the most empowering coaches offered anywhere. Bios are available online at: instituteforgiving.org/about-us-who-we-are

Bill Sturtevant was Senior Principal Gifts Consultant at the University of Illinois Foundation, a position which guided relationships with individuals and families capable of gifts at a level of $5 million and above, until his retirement in 2013 after 33 years of service. He now devotes his time to his fundraising consulting and training practice. From 1980 until 2004 he served as Vice President for Planned Giving and Trust Relations at the Foundation and built what is considered by many to be one of the nation’s preeminent gift planning programs. Mr. Sturtevant arrived at the University of Illinois at the onset of its first fund drive. He was responsible for the strategy for and the solicitation of a significant number of major gifts in that campaign. He also played a central role in the University’s next campaigns which raised over $1.5 billion and $2.2 billion respectively.

During his years at Illinois, he was directly involved with over $600 million in major gifts, and during the University’s recently completed campaign the Principal Gifts Office guided the effort to secure 65 gifts of $5.0 million or more plus numerous major gifts below that level.

Bill Sturtevant is a nationally recognized specialist in major and deferred gifts and planning and solicitation strategies. He earned the Certified Financial Planner designation in 1984 and regularly assists a variety of charitable organizations with complicated or unusual gift situations. He has been listed in Who’s Who, and in 1995 he was honored as Planned Giving Professional Of The Year by Planned Giving Today. In January, 2014, he was named the first recipient of the Lifetime Achievement Award from the East Central Illinois AFP Chapter.

His seminars and presentations are extremely popular and he is a frequent speaker before development professionals, hospital groups and civic organizations. He is author of the best selling book The Artful Journey: Cultivating and Soliciting the Major Gift which was published in 1997 and revised and expanded in 2004. He is co-author of the Moves Management Manual which was published in 2012.

Our faculty is an exciting group of the best and the most empowering coaches offered anywhere. Bios are available online at: instituteforgiving.org/about-us-who-we-are

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**Premier Faculty**

Assisting faculty to be announced.

**William T. Sturtevant**
Dean of Seize the Opportunity

“The Institute’s insights will give every member of your organization greater knowledge and confidence to accomplish your mission. We require all new development officers to be trained by the Institute.

By following Panas’ teaching, we uncovered the Rosetta Stone of our supporters. We deciphered what our supporters wanted to accomplish and how we could best assist them in their goals. We raised tens of millions of dollars more for our mission than we ever thought possible. We could not have saved President Reagan’s Presidential Home, his Rancho del Cielo, and added the infrastructure it required without first being participants at the Institute Seminars.”

– Ron Robinson, President
Young America’s Foundation

“If you truly want to understand how fundraising actually works and how to step up from small annual gifts to significant major gifts, make as much use as possible of the Seminars that The Institute offers. For me it was an extremely enriching experience and highly valuable for my non-profit organization.

– Carolin Hohenegger
Amigos de Sian Ka’an, Mexico

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Learn More or Register Now at www.instituteforgiving.org
14 Reasons Why You Should Attend

1. Maximize your effectiveness as a fundraiser
2. Learn the fail-proof concept, Moves Management™, that assures success
3. Ensure the use of Moves Management™ in your organization
4. Apply a matrix that is specific to your work
5. Measure your effectiveness
6. Know when you are ready to ask
7. Know the number of calls and contacts you should be making
8. Learn how to effectively use volunteers
9. Take part in role-playing at its best
10. Transform your annual giving to enhance your major gift program
11. Apply important strategies for a successful stewardship program
12. Learn to be a more comfortable and confident storyteller
13. Understand what really motivates a donor
14. Learn the science and psychology behind great emotional fundraising

Limited Registration
There’s limited registration to ensure extensive interaction and provide maximum personal attend.

TAKE HOME FROM A 2019 INSTITUTE SEMINAR

A REGISTERED CERTIFICATE of Seminar participation and completion.

PLUS + VALUABLE RESOURCES from our Tool Chest that will enhance your fundraising with more than two hundred presentation outlines, checklists, relevant reprints, and a host of fundraising tools to put to immediate use upon your return.

PLUS + REGULAR MAILINGS in the future from the Institute regarding new ideas in fundraising, pertinent new techniques, and innovative approaches to getting the gift.

PLUS + A group of men and women—fellow alumni—who you will be NETWORKING with and in regular contact.

Learn More or Register Now at www.instituteforgiving.org

Registration Fee

Detroit, Michigan June 17-18, 2019
Detroit Marriott at the Renaissance Center
400 Renaissance Center Dr. W
Detroit, MI 48243-1003, USA
Phone: 313.568-8000

Room rate:
$174 + tax (Ask for the Institute for Charitable Giving)
Cut-off date for special rate: May 24, 2019
Book online here or call 877.901.6632

Standard Individual Registration: $905.00 US

We offer discounted rates for CEOs/Supervisors (when they attend with staff), for those who attend multiple Seminars, and for larger groups. When attempting to take advantage of these special rates, please download our PDF Registration Form and send in one form per Registrant. Online Registration does NOT allow for discounted rates or information for multiple Registrants.

Please call our office (800-234-7777) with questions regarding which rates may apply to your group or how best to register.

There is something quite extraordinary that happens when the CEO or supervisor joins a staff member for a Seminar experience.

We are so committed to this important concept that we offer a special fee of $845.00 for the CEO or Supervisor when they attend with staff. We offer a special rate for a group of four or more registrants from the same organization. The supervisor for the group pays $845.00 and the rest of the group pays $855.00 each.

Seminar Scholarship Application

A limited number of partial scholarships are available for $815.00. The Review Board of the Institute will be particularly encouraging to relatively new organizations, those that serve primarily a minority constituency, or those especially affected by cutbacks in government funding.

Institute for Charitable Giving

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