Seminars for Fundraisers
attend. learn. connect. excel.

HIGH-IMPACT STRATEGIES FOR MAJOR AND PLANNED GIFT FUNDRAISERS

CINCINNATI/COVINGTON, KENTUCKY - COSTA MESA, CALIFORNIA - NASHVILLE, TENNESSEE
Dynamic Seminars to Help You Sharpen Your Skills and Ignite Your Imagination

“Leadership itself, let it never be forgotten, is always the key factor in successful fundraising.”
- Si Seymour

THE INSTITUTE brings our new three-day Seminar to you in three cities in 2020—Cincinnati/Covington, Kentucky, Costa Mesa, California, and Nashville, Tennessee. Our commitment is to ignite your imagination and inspire you to greater heights. There’s a maximum registration to ensure extensive interplay and discussion, and a hands-on experience.

Your Experience Will Be Unique
Attending a Seminar is an extraordinary experience. It is an effective and productive coaching experience. Each Seminar in this ICG series is a combination of lecture and small group participation. Programs designed to take you through a series of strategies covering every element of major gift fundraising—from asking for the gift, Moves Management™ strategies, technology, data, and analytics.

Prioritizing High-Impact Strategies to Secure Your Greatest Success
In today’s philanthropic environment, organizations must strategically plan an approach that will enhance your major gift program. This will be determined by where you are and where you want to go. This may necessitate a modified and targeted approach included in a special gift initiative, a mini-campaign or a capital campaign.

Major gifts come to the fundraisers and institutions that understand the vision and the dreams that motivate donors. Donors don’t wake up in the morning saying, “I want to give money away.” They give to programs that are bold, exciting, and make a difference. Donors give to organizations they trust and have confidence in. We will teach you to make them believers.

These three days provide a remarkable opportunity to learn, explore, and practice.

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.

“I just landed my first seven-figure gift as an advancement professional. Thank you to The Institute for Charitable Giving for offering major gift seminars that provide me with the knowledge and confidence to make the ask possible.”
- Gretchen Mueller Burke, Director Alumnae Relations & Major Gifts, Santa Catalina School
Your Course Agenda

The Art, the Science, and Technology of Major and Planned Gift Fundraising

**Major Gift Strategies**
- Dynamics that Drive Major Gift Strategies—Identify Your Top Probable Donors for Planned and Major Gifts
- Managing the Major Gifts Process through Moves Management™
- Key Strategy Decisions Leading to a Successful Ask—Psychology and Techniques
- Developing and Implementing Solicitation Strategies for the Major Gift
- Responding to Objections
- Stewardship—The Key to Donor Retention

**Technology, Data and Analytics**
- The Intentional Fundraiser—Achieving Extraordinary Results
- Case for Support: Tell the story...Sell the dream
- Diversity in Philanthropy
- Major Gift Fundraising for Small Shops

**Major Gift Leadership**
- Build An Effective and Successful Team—The Role of the Board, Staff, and Volunteers in Major Gift Fundraising
- Women are Navigating a New Tomorrow In their relentless pursuit of a better tomorrow, today’s most visionary women see the world not as it is, but what it could be—and then do something about it! Learn how to mobilize this powerful demographic...if you are not engaging them...someone else is

Learn More/Register at [www.instituteforgiving.org](http://www.instituteforgiving.org) or 800.234.7777

"The Institute’s insights will give every member of your organization greater knowledge and confidence to accomplish your mission. We require all our new development officers to be trained by the Institute."
- 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."
- Carolin Hohenegger
  Amigos de Sian Ka'an, Mexico
**Who Should Attend**
- All staff, board members, and volunteers involved in fundraising
- Organizations that can benefit from an infusion of gift income.
- Newcomers to the field, and those who have been at it for awhile
- Fundraisers who want to grow professionally
- Those who would like to have their professional batteries recharged
- Those who want to become more effective and successful at fundraising
- Senior Development/Advancement Officers
- For those who have been in the profession for five years and longer
- Those who choose to be the best they can be

**Why Join Us?**

**In 2020 we will celebrate 29 years** of helping fundraisers grow, expand their horizons, and reach their highest aspirations.

The Institute owes its creation to a small group of leading development professionals who are committed to providing a unique training experience and opportunity. Our objective, each year, is to bring together an effective and exciting faculty— the very best among fundraising coaches in the country. Our commitment is to ignite your imagination, inspire you to greater heights than ever before, and introduce you to new solutions.

The alumni of the Institute constitute a group of more than 11,000 remarkable men and women— representing institutions of all types, from the small one-person shop to some of the most prestigious institutions in the country. Fundraisers who want to grow professionally. Those who would like to have their professional batteries recharged. Those who want to become more effective and successful at fundraising. Those who choose to be the best they can be.

**Premier Faculty**

Additional Assisting faculty to be announced

Dean
- William T. Sturtevant
- Douglas A. Dillon, CFRE
- Tom Ahern
- Birgit Smith
- Terry Heilman

John Sylvester

**Organizations who have attended an ICG Seminar**

Best Friends Animal Society • University of California Riverside • Humber River Hospital • International College • Clare Booth Luce Center for Conservative Women • LeSEA Global Feed the Hungry, Inc • The Seminar Network • Thomas Aquinas College • Beth El Synagogue • Young America’s Foundation • Regis University • Institute for Justice • Lurie Children’s Hospital of Chicago Foundation • Wheaton Academy • Thunder Bay Regional Sciences Foundation • ApparentPlan • Saint Xavier University • Diocese of La Crosse Wisconsin • Joslin Diabetes Center • GENEVA Camp and Retreat Center • Rogers State University • National Wildlife Federation • Western Theological Seminary • Santa Rosa Memorial Hospital Foundation • Surge Institute • Evanston Art Center • Opportunity International • University of North Carolina – Chapel Hill • Memorial University – Newfoundland • Texas Right To Life • Spring Hill Camps • The First Tee of South Central Wisconsin • University of Wisconsin – Eau Claire • Georgia Public Policy Foundation • Riverview Health Center Foundation • Manatoba • Center for Health Minds • Santa Catalina School • Boys & Girls Club of Great Holland • Purdue University Research Foundation • Beacon Center of Tennessee • University of Kentucky • Georgia Center for Opportunity • King’s University College – Ontario • Empire Center for Public Policy • The Raleigh School • The City Mission Cleveland • Stetson University, College of Law • First Descents • World Wildlife Fund • Lincoln University • Yankee Institute • OCEANO • University of Michigan • ACLU Michigan • American Chemical Society • Dakota Boys and Girls Ranch • Michigan State University • History Colorado • Healing Winds USA • Wabash College • Miracle Camp & Retreat Center • The Princess Margaret Cancer Foundation – Toronto • Berea College • Catholic Charities • Ronald MacDonald House • Toledo Northwestern Ohio Food Bank • The Christian and Missionary Alliance • AMITA Health Foundation • City Rescue Mission Oklahoma City • Henry Ford Health System • Alzheimer’s Drug Discovery Foundation • Oregon Child Development Coalition • Tiffin University • Bethany Lutheran College

Jay Love
- Birgit Smith
- Tammy Zonker
- Jerry Linzy
- Jay Love
- Colette Murray J.D., CFRE
- Steven Shattuck
- Melanie R. Sabelhaus
- Tony Penn
- Scott R. Lange
Registration Fee

Standard Individual Registration: $1540 US
Group rate (4 or more): $1530 US
CEO or Supervisor: $1520 US

We offer discounted rates for CEOs/Supervisors (when they attend with staff), and for groups of 4 or more from the same organization.

Registration fee includes breakfast and lunch each day and reception on Monday evening from 5:00pm–6pm

Monday
Breakfast 7:15am
Program 8:00am-5:00pm
Reception 5:00pm-6:00pm

Tuesday
Breakfast 7:15am
Program 8:00am-4:00pm

Wednesday
Breakfast 7:15am
Program 8:00am-3:30pm

When attempting to take advantage of these special rates, please download our PDF Registration Form and send in ONE form per Registrant. Scan forms and email to: icg@instituteforgiving.org.

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 special that happens when the CEO or supervisor joins a staff for a Seminar experience.

We are committed to this important concept and offer a special fee of $1520.00 for the CEO or Supervisor when they attend with staff.

Institute for Charitable Giving
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