

PROGRAM SCHEDULE



PRESENTER: PAT MCLAUGHLIN — THE TIMOTHY GROUP

Overview: Successful campaigns follow four fundamental rules: 1) The top ten gifts set the standard for the entire campaign, 2) If the top ten gifts are lower than expected, other donors will lower their sights, 3) Extending the campaign doesn't make up for the loss of lead gifts, and 4) If the big-gift-first sequence is violated, the campaign is in serious jeopardy. These four rules emphasize that you must amplify your major donor efforts to prepare for your next campaign.

8:30 – 9:30 **Session 1 — Finding Where God is Hiding Money**

Overview: God is not having a cash flow problem. He owns the cattle on a thousand hills and can fully fund your ministry. The key is developing an effective major donor strategy. Learn about:

- How to mine your data for potential major donors.
- Network through your current donors and trustees.
- Secrets to cultivating relationships and soliciting key donors.

9:30 – 10:00 Q & A

10:00 – 10:30 Refreshment Break - Exhibit Hall - Ballroom B

10:30 – 11:30 **Session 2 — Creating Momentum for Success**

Overview: Major donors are savvy businesspeople who are interested in funding plans that make sense and make an impact. Involve them in your dreams from the beginning and give them reasons to give and encourage their friends to join them. Discover:

- Casting a compelling case for support.
- Leveraging early gifts to motivate others to participate.
- Challenging major donors to network on your behalf.

11:30 – 12:00 Q & A

12:00 Adjourn — Lunch on Your Own

