

PROGRAM SCHEDULE | DAY 1

MONDAY, OCTOBER 21

Conference Overview: Can anything match the challenge, the pressure, and the potential of resource development for institutions of biblical higher education? The greater the vision, the greater the need, and courageous fundraisers step into the gap to see dreams come true. Consider practical and principled insights to strengthen your ministry. Learn from advancement leaders who have helped hundreds of institutions raise millions of dollars and more importantly, cultivated priceless relationships with friends who enrich the legacy of their school.

8:00 – 8:30 Welcome and Introductions of Participants & Faculty

8:30 – 9:15 SESSION 1 — FRAMING THE WORK OF ADVANCEMENT

Presenter — Brad Layland, President, The Focus Group

Overview: How do wise advancement leaders frame the nature of their work? How do they understand the work of fundraising at a principled level and translate this into an effective strategy and plan that produces results? Learn from a distinguished advancement leader some powerful principles that can transform your ministry.



9:15 – 9:45 Q & A Discussion
9:45 - 10:15 Refreshment Break

10:15 – 11:00 SESSION 2 — DONOR RELATIONS – UNDERSTANDING & ENGAGING THE HEART & MIND OF YOUR DONORS

Presenter — Brad Layland

Overview: The work of fundraising is about relationships, and this will never rise above how well you understand the heart and mind of your donors. Take a fresh look at the core values of donor relations and consider ways to enrich your web of relationships, taking every donor seriously, but not treating every donor the same.



11:00 – 11:30 Q & A Discussion
11:30 – 12:00 Stretch Break
12:00 – 1:00 Lunch — Catered at the Conference Center

1:00 – 1:45 SESSION 3 — UNDERSTANDING THE WORLD OF FOUNDATION GRANTS

Presenters — Jay Barber, Sr, Fellow, The M. J. Murdock Charitable Trust & Brad Layland

Overview: Foundation grants play a unique role in institutional fundraising strategy and take a unique plan for solicitation and engagement. Consider practical steps for effectively engaging with foundations — with wise insights from the Senior Fellow of a major Christian foundation who's given over \$1 billion to charitable causes.



1:45 – 2:15 Q & A Discussion
2:15 – 2:45 Refreshment Break

2:45 – 3:30 SESSION 4 — TAKING YOUR ANNUAL FUND TO THE NEXT LEVEL

Presenter — Ron Haas, Vice President, The Timothy Group

Overview: The value of an advancement leader who can set and consistently reach annual fund resource development goals is solid gold. Then, of course, there's the encore challenge of growing this year after year. Take a careful look at your annual fund strategy and consider creative ideas that can take your efforts to the next level. Learn from a highly successful advancement leader how to grow your results, build your team, and be more effective in securing resources to fund the mission of your institution.



3:30 – 4:00 Q & A Discussion
4:00 – 4:30 Freshen Up Break (back at the hotel)
5:00 Dinner Off Site

ADVANCEMENT OFFICERS LEADERSHIP DEVELOPMENT CONFERENCE

OCTOBER 21-22, 2019



PROGRAM SCHEDULE | DAY 2

TUESDAY, OCTOBER 22

8:00 – 8:30 Welcome and Warm Up

8:30 – 9:15

SESSION 5 — PREPARING FOR A SUCCESSFUL CAPITAL CAMPAIGN

Presenter — Terry Munday, Retired VP for Advancement, Indiana Wesleyan University

Overview: Nothing taps the potential of the advancement team like a capital campaign. And nothing presents a greater challenge. What are the essential steps for successful planning and execution? Learn from the journey of a highly effective advancement officer and successful leader of many capital campaigns.



9:15 – 9:45

Q & A Discussion

9:45 – 10:15

Refreshment Break

10:15 – 11:00

SESSION 6 — TAPPING THE POTENTIAL OF PLANNED GIVING

Presenter — Terry Munday

Overview: We are entering a period of unprecedented wealth transfer and smart institutions will align their fundraising efforts with a focus on planned giving. Whether in a capital campaign, annual fund or planned giving initiative — what are effective ways to connect with seniors who are deciding where and how they will give their accumulated wealth?



11:00 – 11:30

Q & A Discussion

11:30 – 12:00

Stretch Break

12:00 – 1:00

Lunch — Catered at the Conference Center

1:00 – 1:45

SESSION 7 — THE ACQUISITION & CULTIVATION OF MAJOR DONORS

Presenter — Clark Dickerson, Founder; Dickerson, Baker & Assoc.

Overview: Do you have an effective strategy for identifying and connecting high-capacity donors to your institution? Is this done consistently and intentionally, engaging key leaders including the president, advancement leaders and the board? Consider keen insights from a distinguished fundraising consultant who has trained and helped many others take their major donor strategy to the next level.



1:45 – 2:15

Q & A Discussion

2:15 – 2:45

Refreshment Break

2:45 – 3:30

SESSION 8 — THE ART AND SCIENCE OF ASKING

Presenter — Clark Dickerson

Overview: The principle is irrefutable — the major reason donors don't give is because they're not asked. This simple but profound act — making a clear, appropriate, and compelling ask may be the single greatest weakness in most advancement officers' practice. Learn from an excellent coach of how he has helped presidents and advancement officers overcome their fear and develop a personal pattern of effective asks.



3:30 – 4:00

Q & A Discussion

4:00 – 4:30

Freshen Up Break (back at the hotel)

5:00

Closing Dinner Off Site