

PROGRAM SCHEDULE | FACILITATOR: TERRY MUNDAY

8:30 – 9:30	SESSION 1 — CREATIVELY TELLING THE INSTITUTIONAL STORY - MISSION AND STUDENTS Presenter — Clark Dickerson, Founder — Dickerson, Bakker & Associates Overview: The best advancement officers are great storytellers. Ideas are best communicated through the stories of your institution and students. So, how good are you at telling the story? Join with a distinguished and highly effective advancement leader as he shares about the special art of telling the story. Sharpen your own gifts and have fun being the voice for your institution's stories. <ul style="list-style-type: none">▶ Choosing the right stories – missional, transformational, Christ-centered▶ Sharing emotions that are genuine – expressing what matters▶ Listening as you talk and close – the art of storytelling▶ Knowing the role of storytelling in relationship building – incarnational advancement
9:30 – 10:00	Q&A Discussion
10:00 – 10:30	Refreshment Break

10:30 – 11:30	SESSION 2 — SPEAKING YOUR DONOR'S LANGUAGE, LISTENING PREFERENCES & MATCHING MESSAGES Presenter — Clark Vandeventer, Head Fundraising Coach — Major Gifts Fundraiser, Inc. Overview: We all have our own listening preference -- and when someone speaks in our own listening preference, it's easy for us to quickly grab onto the message. We also tend to speak in the language of our own listening preference, which means that sometimes we end up speaking in a different language than our donors hear. Dedicated advancement officers are aware of this and work to understand the listening preferences of their donors and then tailor their message to the specific listening preferences of their donors. <ul style="list-style-type: none">▶ What type of listener are you? – discovering your own listening preference▶ Clues for learning your donor's listening preference – understanding your donor▶ Crafting listener specific messages – make it easy for your donor to connect▶ Why you need to hone your message – you only have 7 minutes
11:30 – 12:00	Q&A Discussion
12:00 – 1:30	Lunch — Regency Foyer

1:30 – 2:30	SESSION 3 — LEVERAGING THE POWER OF THE PARTNERSHIP WITH THE PRESIDENT IN ADVANCEMENT Presenter — Brad Layland, President — The Focus Group Overview: We are better together when the whole is greater than the sum of the parts. Does that describe your work between the president and advancement team? What are the principles and secrets to making this happen and how do you take it to the next level? Let a distinguished advancement leader share his insights from years of coaching advancement leaders. In this session we will: <ul style="list-style-type: none">▶ Clarify the roles and responsibilities▶ Describe the ideal communication plan▶ Discuss Strategies for building trust▶ Establish a matrix for what success is for your institution based on data vs. need
2:30 – 3:00	Q&A Discussion
3:00 – 3:30	Refreshment Break — Regency Foyer

3:30 – 4:30	SESSION 4 — ENGAGING THE BOARD & OTHER INSTITUTIONAL LEADERS IN ADVANCEMENT Presenter — Terry Munday, VP of Advancement (retired) — Indiana Wesleyan University — ABHE Board Member Overview: There's no such thing as solo advancement work. It's a team sport from start to finish. However, an often-overlooked part of the team is the board. Great advancement officers recruit great engagement with board members and others across the institution and know how this can open up a huge sphere of new contacts and influence. Hear the secrets of how this can work from a legendary veteran. <ul style="list-style-type: none">▶ Understanding how to solicit engagement – what to reasonably expect▶ Knowing the role of follow up – sooner than later▶ Having the courage to ask – and keep on asking▶ Celebrating their engagement and success – affirming great examples▶ Thinking through presidential transition and succession planning as a strategic issue
4:30 – 5:00	Q&A Discussion
6:00 – 7:30	Connections Dinner – Ballroom C/D