



PROGRAM SCHEDULE | FACILITATOR: CLARK VANDEVENTER

8:30 – 9:30

SESSION 1 — ADVANCEMENT PRINCIPLES & PRACTICES THAT BREED SUCCESS

Presenter — Pat McLaughlin, CEO — The Timothy Group (MI)

Overview: Successful work in resource development is not a random process of hit and miss. Success is not a game of chance. No, the disciplines of effective fundraising are built on time-tested and biblically grounded principles that lead to essential practices that inexorably lead to success. Consider these core principles & practices, including . . .

- ▶ **Knowing the fundamental principles of fundraising**
- ▶ **Understanding how fundraising principles work**
- ▶ **Moving sound principles to effective practices**

9:30 – 10:00

Q&A Discussion

10:00 – 10:30

Refreshment Break

10:30 – 11:30

SESSION 2 — SOCIAL MEDIA SKILLS, WEBSITE & TRENDS TO EMPOWER RESOURCE DEVELOPMENT

Presenter — Bart Caylor, CEO — Caylor Solutions (IN)

Overview: Not just because of the pandemic, but considering our digitally driven world, smart advancement teams know the invaluable role that social media and a well-tuned website play to enhance their resource development efforts. So, what are basic marketing principles for adept use of social media? How should your website interface with your fundraising strategy? Review your digital waterfront and take your social media and website to the next level, including . . .

- ▶ **Taking practical steps to engage social media for effective fundraising – you can do this**
- ▶ **Reviewing your website for fundraising effectiveness – the do's & don'ts**
- ▶ **Understanding inbound & outbound marketing plus automation – the game changer**

11:30 – 12:00

Q&A Discussion

12:00 – 1:30

Lunch — Regency Foyer

1:30 – 2:30

SESSION 3 — LEARNING THE ART & SCIENCE OF AN EFFECTIVE DONOR ASK

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

Overview: The words of Christ still apply to the fundraising efforts of our institutions – we have not because we ask not. Why is this? How do we bridge the gap between sharing the vision and articulating an effective ask that gracefully invites donor investment? Consider . . .

- ▶ **Knowing the essential elements of an effective ask**
- ▶ **Understanding why the “ask” so often fails**
- ▶ **Thinking through creative responses to the “no”**

2:30 – 3:00

Q&A Discussion

3:00 – 3:30

Refreshment Break — Regency Foyer

3:30 – 4:30

SESSION 4 — CULTIVATING DONOR RELATIONSHIPS - 98 STRATEGIC QUESTIONS TO ASK

Presenter — Clark Vandeventer, Head Fundraising Coach — Major Gifts, Inc. (CA)

Overview: If fundraising is in essence friend-raising, effective leaders in resource development have enhanced their grasp of building authentic relationships. The essential skill is listening . . . which is powerfully prompted by strategic questions. Think through the power of appropriate questions, dozens of them and enrich your relational giftedness, including . . .

- ▶ **Exploring the role of questions in relationship development**
- ▶ **Reviewing an inventory of enriching questions**
- ▶ **Weaving appropriate questions into your donor relationship development**

4:30 – 5:00

Q&A Discussion

6:00 – 7:30

Connections Dinner – Ballroom C/D