

MAJOR GIFTS FORUM

WEDNESDAY | FEBRUARY 16, 2022



CULTIVATING MAJOR GIFTS & BECOMING A FRIEND AND TRUSTED ADVISOR TO YOUR DONORS

PRESENTER: CLARK VANDEVENTER, CHIEF FUNDRAISING COACH — MAJOR GIFTS FUNDRAISER, INC.

Overview: It's a major stewardship responsibility — caring well for the high-capacity friends that God brings to your institution. Not using them just to meet fundraising goals or even accomplish the institution mission, but truly caring for them as fellow believers in whom God has entrusted his resources. What does this look like? How can you lead your advancement team to effectively care and cultivate your major donors in ways that pleases God?

8:00 – 8:15 **Welcome & Instructions**

8:15 – 9:30 **SESSION 1 — FUNDRAISING AS MINISTRY - FUNDRAISING AS A SPIRITUAL ACT**

Overview: This is the foundation. In this session we will discuss the underlying philosophy from which we operate as fundraisers. Before we can get into “Best Practices,” we have to ensure we lay a good foundation. Fundraising is not the work we do as a distraction from our mission — raising funds so we can get back to work. Fundraising itself is ministry.

- ▶ Your donors are human beings, not wallets with people attached
- ▶ Being a life-coach, helping the donor become the person God has created them to be
- ▶ Helping your donor figure out who they are and what they truly value
- ▶ Becoming a friend and trusted advisor to your donors, not just a person pitching a cause

9:30 – 10:15 **Refreshment Break — Regency Foyer**

10:15 – 11:45 **SESSION 2 — CREATING AN INSTITUTIONAL CULTURE AND EXPERIENCE**

Overview: Your donors should get more joy out of giving to your institution than anything else they could do with their money, charitable or otherwise. That's a tall order! How do you do it? In this session we'll discuss:

- ▶ The Starbucks Experience. How Starbucks changed our relationship with coffee not by serving coffee but by creating an experience
- ▶ Creating experiences that makes all other organizations pale in comparison
- ▶ How to turn a donor's campus tour into an experience
- ▶ How tiny details lay a foundation to allow us to surprise, delight and WOW our donors

12:00 – 1:00 **Buffet Lunch — Regency Foyer**

1:00 – 2:15 **SESSION 3 — LISTENING THE GIFT & ASKING STRATEGIC QUESTIONS**

Overview: As a fundraiser you make a living by asking questions. Your job is not to go make your pitch. Your job is to ask questions and listen the gift. In this session we will discuss

- ▶ Listening more than talking. Rule 75/25
- ▶ The “Why” behind Rule 75/25. What we know about what people remember
- ▶ The Best Strategic Questions the very best fundraisers ask of their donors
- ▶ What happens when we don't listen

2:15 – 3:00 **Refreshment Break — Regency Foyer**

3:00 – 4:15 **SESSION 4 — ASKING AND CLOSING GIFTS**

Overview: There comes a point when it's time to ask. But the best fundraisers aren't just “not afraid to ask.” They know how to close. In this session we will discuss:

- ▶ The build-up to “the pitch.”
- ▶ How to actually “make the ask.”
- ▶ The Four Closing Questions
- ▶ Dealing with Objections

4:15 – 4:30 **Wrap Up**

6:00 – 8:30 **CONNECTIONS DINNER — SAK COMEDY LAB — *Sponsored by Columbia International University***
Ballroom B/C/D