

**PRESENTER: BRAD LAYLAND — CEO, THE FOCUS GROUP
FORUM SPONSOR | THE FOCUS GROUP**

Overview: Perhaps the greatest challenge and opportunity for an advancement team is the successful planning and execution of a capital campaign. It's the strategy that produces new buildings, new programs, new initiatives, scholarships and more. It's also fraught with risks and failure can be tragic. Learn from an expert how to plan and effectively execute an excellent campaign to help grow your institution.

7:00 - 8:00 **Forum Buffet Breakfast — Regency Foyer | Sponsored by Campus**

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

8:15 – 9:30 **SESSION 1 — PRINCIPLES AND PRACTICES OF FUNDRAISING**

Overview: Reviewing the principles and practices of fundraising.

- ▶ People give to people, people they know and people they trust
- ▶ People give because they are asked and shown how
- ▶ People give when they are involved and have a sense of ownership
- ▶ Giving is a way of life

9:30 – 10:15 **Refreshment Break — Regency Foyer | Sponsored by Blackbaud**

10:15 – 11:45 **SESSION 2 — CAPITAL CAMPAIGNS ARE BUILT ON A STRATEGIC PLAN**

Overview: Understanding how strategic plans should be used as a foundation of capital campaigns.

- ▶ Strategic thinking at every board meeting
- ▶ Empower everyone
- ▶ Teach and use scenario planning as an ongoing tool

11:45– 12:00 **A Word From Our Sponsor — The FOCUS Group**

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

1:00 – 2:15 **SESSION 3 — THE FEASIBILITY STUDY PROCESS**

Overview: Seeing how the feasibility study process is the first step in a capital campaign.

- ▶ Development of the case statement
- ▶ Analysis of the prospect list
- ▶ Interviewing
- ▶ Analysis of the relevant institutional data

2:15 – 3:00 **Refreshment Break — Regency Foyer | Sponsored by Alliance Defending Freedom**

3:00 – 4:15 **SESSION 4 — OVERVIEW OF A CAPITAL CAMPAIGN**

Overview: The big picture — an overview of a capital campaign and the steps from start to finish.

- ▶ Campaign Staffing
- ▶ Phases of a Campaign
- ▶ Common Pitfalls

4:15 – 4:30 **Wrap Up**

6:00 – 8:30 **CONNECTIONS DINNER — Ballroom B/C/D | Sponsored by Weave & In His Name HR**

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