

LEADING EFFECTIVE CAPITAL CAMPAIGNS & CULTIVATING MAJOR DONORS
PRESENTER: PAT MCLAUGHLIN AND RON HAAS
FORUM SPONSOR | THE TIMOTHY GROUP

Overview: Get ready to master the art of fundraising with this dynamic four-part workshop designed to help you strategize, execute, and oversee a successful capital campaign. We will steer you through every campaign phase, arming you with actionable insights, cutting-edge strategies, and unbeatable best practices. Unleash your fundraising potential, cultivate major donors, and propel your organization towards unparalleled success. Don't just raise funds; elevate your game. Join us and chart a course which will make a lasting impact on your mission.

- ▶ Define the purpose, goals, and scope of a capital campaign.
- ▶ Learn the essential knowledge and skills to plan, execute, and manage a successful capital campaign.
- ▶ Gain insights into how major donors think and how to cultivate their support.
- ▶ Receive actionable strategies and best practices to ensure fundraising success.

7:00 - 8:00 **Forum Buffet Breakfast — Regency Foyer**
8:00 – 8:15 **Welcome & Introductions**

8:15 – 9:30 **SESSION 1 — LAYING THE FOUNDATION**

Overview: A well-planned and executed capital campaign is more likely to be successful than one that is rushed or thrown together without much thought.

- ▶ Explore the differences between capital and annual campaigns.
- ▶ Evaluate your organization's readiness for a capital campaign.
- ▶ Craft a compelling case statement describing the campaign's importance, impact, and urgency.
- ▶ Outline the campaign's timeline, goals, strategies, and key performance indicators.

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

10:15 – 11:45 **SESSION 2 — CULTIVATING DONOR RELATIONSHIPS**

Overview: In a capital campaign, it is crucial to build authentic donor relationships. Understanding their interests and engaging genuinely with them is key to success.

- ▶ Segment donors based on their giving capacity, interests, and engagement history.
- ▶ Learn effective strategies for cultivating and soliciting major gifts from high-net-worth individuals and foundations.
- ▶ Involve key stakeholders, including board members, staff, volunteers, and donors.
- ▶ Encourage your team on how to have meaningful donor conversations.

11:45– 12:00 **A Word From Our Sponsor — The Timothy Group**
12:00 – 1:00 **Buffet Lunch — Regency Foyer**

1:00 – 2:15 **SESSION 3 — IMPLEMENTING EFFECTIVE TACTICS**

Overview: Effective capital campaign strategies involve thorough planning, donor cultivation, clear goals, compelling storytelling, robust stewardship, and leveraging technology.

- ▶ Develop a comprehensive communication plan, including messaging, storytelling, and multichannel outreach
- ▶ Plan engaging cultivation events to build meaningful connections with potential donors
- ▶ Empower board members and volunteers to raise funds through peer-to-peer strategies.
- ▶ Implement effective methods to monitor and measure campaign progress

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

3:00 – 4:15 **SESSION 4 — CROSSING THE FINISH LINE**

Overview: Solomon said, "The end of a matter is better than its beginning" (Eccles. 7:8). Completing a successful campaign is a monumental achievement for any nonprofit organization.

- ▶ Address common campaign challenges such as donor fatigue, unforeseen obstacles, and economic fluctuations.
- ▶ Adjust your campaign strategies based on real-time feedback and changing circumstances.
- ▶ Transition from campaign-focused activities to long-term donor stewardship and engagement.
- ▶ Celebrate your success and plan for your next campaign!

4:15 – 4:30 **Wrap Up**
6:00 – 8:30 **CONNECTIONS DINNER — Ballroom B/C/D**

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