

FORUM SPONSOR: DICKERSONBAKKER

FORUM PRESENTER: JASON CANIGLIA, VICE PRESIDENT OF CLIENT SERVICES | DICKERSONBAKKER

OVERVIEW: A capital campaign can provide a huge leap forward in helping your Christian Institution grow, meet goals, and expand impact. Explore some essential principles that can lead to success.

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

8:15 – 9:30 **SESSION 1 — FAITHFUL FUNDING: BEST PRACTICES FOR CAPITAL CAMPAIGNS IN CHRISTIAN HIGHER EDUCATION**

OVERVIEW: Walk through a professional guide for institutions preparing to launch such a significant fundraising initiative. These large-scale, time-bound projects are intended to raise substantial funds for a specific purpose, such as expanding facilities or enhancing services. Explore the foundational elements necessary for a successful capital campaign, curated for faith-based higher education institutions. Jumpstart your campaign by giving early attention to the three essential ingredients as follows:

- ▶ Master the art of crafting a winning case for support.
- ▶ Set a challenging but achievable goal by correctly assessing donors' giving capacity.
- ▶ Practical tips on how to recruit a "dream team" of leaders for your campaign.

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

10:15 – 11:45 **SESSION 2 — OPTIMIZING BOARD AND VOLUNTEER ENGAGEMENT FOR SUCCESSFUL CAPITAL CAMPAIGNS**

OVERVIEW: In today's higher education landscape, capital campaigns play a pivotal role in driving institutional growth and impact. To achieve success in these campaigns, it is essential to harness the full potential of your board and volunteers. Explores the critical strategies and practices that can transform your fundraising efforts.

- ▶ Understand the pivotal role of the board in capital campaigns and uncover common pitfalls to avoid.
- ▶ Discover the power of volunteer-led campaigns
- ▶ Consider practical approaches for recruitment, orientation, and motivation
- ▶ Explore recognition strategies that foster deeper involvement and commitment

11:45 – 12:00 **A Word from our Sponsor — DickersonBakker**
12:00 – 1:00 **Buffet Lunch — Regency Foyer**

1:00 – 2:15 **SESSION 3 — ACCELERATING YOUR MAJOR GIFT GROWTH**

OVERVIEW: Successful major gift programs fuel significant institution growth and impact, especially for a capital campaign. Review a time-proven framework to rapidly increase your major gift revenue and expand relationships to maximize impact.

- ▶ Know what makes a great major donor fundraising offer, and how to create one for your institution
- ▶ Why your major donors need a unique cadence, and how you can give your donors an exceptional experience
- ▶ Expand donor relationships beyond the checkbook

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

3:00 – 4:15 **SESSION 4 — PREPARING YOUR CHRISTIAN SCHOOL TO HIRE HIGHER TM**

OVERVIEW: Your people are your single most valuable asset in achieving the mission of your Christian institution. They are the "difference-makers" who not only make it possible to do what you do, but to do it with excellence. This is particularly true when it comes to fundraising.

- ▶ Avoiding mistakes that could result in increasing costs due to losing employees and donors
- ▶ Exercising the role of leadership in culture and its impact on employee retention
- ▶ Knowing how to become a magnet for top fundraising talent

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

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