2021 Seminars for Fundraisers

attend. learn. connect. excel.

NEW Course Agenda FALL 2021

SEIZE THE OPPORTUNITY

FOR MAJOR AND PLANNED GIFT FUNDRAISERS



NASHVILLE, TENNESSEE - CINCINNATI/COVINGTON, KENTUCKY - COSTA MESA, CALIFORNIA

INSTITUTE FOR CHARITABLE GIVING

In 2021 we will celebrate 30 years of helping our alumni grow, expand their horizons, and reach their highest aspirations.

Dynamic Seminars to Help You Sharpen Your Skills and **Ignite Your Imagination**

"Leadership itself, let it never be forgotten, is always the key factor in successful fundraising."
– Si Seymour

CFRE Continuing Education Approved Provider Programs

ICG is an approved provider of CFRE continuing education. All courses presented are submitted to CFRE International for review.

Raising Funds in Challenging Times

2020 brought unimaginable challenges to nonprofit organizations facing the consequences of the corona virus COVID-19.

These challenges will continue. And they will get better.

While there is no "perfect moment" to raise money, never has the need been more acute for a sophisticated approach to the vital topic of philanthropy.

There is no such thing as a time when all possible factors are in your favor. But there are some surprising and significant advantages to raising funds in hard times. We find that economic conditions are not always a prime factor in the success of raising funds.

Donors become more selective in tough times. They give to organizations they care greatly about. Those organizations that have done an outstanding job of thanking them properly and often, and where they feel their gift has been celebrated and used effectively.

It is quite clear that difficult times emphasize the urgency and drama of compelling needs.

Here's what you need to remember. If you are not properly prepared, your fundraising program is almost certainly doomed to failure— in good times and bad. Is there a good time for your organization to raise money? Yes. When you are ready. And when you are prepared.

Nothing else is of greater significance. No other consideration is as important. Here's what is most fascinating. There are actually important advantages to raising funds in tough times.

1. You will plan and prepare more carefully. There will be riveting attention to detail.
2. You will settle only for first-choice leaders. And you are more likely to enlist the best because competition for their time will be less encumbered.
3. Your leaders will take their responsibilities more seriously. They will understand the need for longer and more careful preparation. And they will appreciate your higher standards of selections and performance.
4. The fact you are raising funds in the face of challenging economic conditions underlines the importance of your cause. And the urgency.

Philanthropy is critical— perhaps more than ever before to the vision you have for your organization and those you serve. Major and planned gifts are the lifeblood of your institution. We are convinced your donors will rally around your plans and bring resolve, conviction, and commitment if properly articulated and approached.

So many of you we have spoken to have confirmed that your current fundraising efforts have resulted in an increase to your annual or major gift programs in unprecedented ways.

Your donors are asking the question: ***How can I help?*** *It is our responsibility as leaders to provide the funding priorities that will serve the greatest*

Your Course Agenda

Seize the Opportunity— The Art, the Science, and Technology of Major and Planned Gift Fundraising

Major Gift Strategies

- Through the Looking Glass: Self Reflection in a Polarized Society
- Dynamics that Drive Major Gifts
- The Effective Case— Selling the Dream
- The Feasibility Study
- Keeping your Major Donors Close in a Social Distance World
- Cultivating Gifts from Millennials
- Identifying and Developing Successful Cultivation Plans
- Storyliving: Creating Transformational Major Donor Journeys
- Developing and Implementing Strategies for the Major Gift
- Responding To Objections
- Preparing for a Donor Visit with the Leadership of Your Organization
- Operation Turnaround
- Building Your Master Plan
- 10 Secrets to Optimizing Your Online Donation Process for Maximum Dollars Raised and Retained
- The Art and Science of Retaining Digital Donors
- How to be Equitable and Inclusive in Diversifying Your Donor Base
- Leadership and Program Inventory — Examining the "Verities"
- The Role of Women in Navigating a New Tomorrow
- Philanthropic Analytics

Learn More/Register at www.instituteforgiving.org or 800.234.7777

"The Institute's insights will give every member of your organization greater knowledge and confidence to accomplish your mission. We require all our new development officers to be trained by the Institute."
– Ron Robinson, President
Young America's Foundation

"If you truly want to understand how fundraising actually works and how to step up from small annual gifts to significant mayor gifts, make as much use as possible of the Seminars that The Institute offers."
– Carolin Hohenegger
Amigos de Sian Ka'an, Mexico

ParkBenching

Throughout the day, at every break, faculty will be available to you to meet one-on-one to discuss any question you may have. We call this ParkBenching! There's limited registration to ensure extensive interaction and provide maximum personal attention.

Our commitment is to work with you during these difficult times. We understand what your organization is going through. Together we will work through the challenges we are facing. Between today and when we are together, we will have a clearer understanding of what we must all do to reach our greatest potential.

Prioritizing High-Impact Strategies to Secure Your Greatest Success

Is there a good time for your organization to raise money? Yes. When you are ready. Not one day before. These challenging times may necessitate a modified and targeted approach included in a special gift initiative, a mini-campaign or a capital campaign.

Our program remains focused on major gift strategies. It will reflect the unique challenges organizations faced last year, its impact, and how to strategically plan for the future. We are including as much time as possible, for small group interaction, panel discussions, and one-on-one opportunities with our faculty members. Our purpose is to bring additional depth, understanding, and recommendations for your organization

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Melanie Sabelhaus
Philanthropist and Leader
in Women's Philanthropy

Learn More/Register at www.instituteforgiving.org or 800.234.7777

Premier Faculty

Additional Assisting faculty to be announced


Tom Ahern


Ben Case


Birgit Smith Burton


Steven Shattuck


Tammy Zonker

Who Should Attend

- All staff, board members, volunteers involved in fundraising.
- Organizations that can benefit from an infusion of gift income.
- Newcomers to the field, and those who have been at it for awhile.
- Fundraisers who want to grow professionally.
- Those who would like to have their professional batteries recharged.
- Those who want to become more effective and successful at fundraising.
- Those who choose to be the best they can be.

Registration Fee

Standard Individual Registration:	**$1540 US**
Group rate (4 or more):	**$1530 US**
CEO or Supervisor:	**$1520 US**

We offer discounted rates for CEOs/Supervisors (when they attend with staff), and for groups of 4 or more from the same organization.

Registration fee includes breakfast and lunch each day and reception on Monday evening from 5:00pm– 6pm

Monday

Breakfast	7:15am
Program	8:00am-5:00pm
Reception	5:00pm-6:00pm

Tuesday

Breakfast	7:15am
Program	8:00am-4:00pm

Wednesday

Breakfast	7:15am
Program	8:00am-3:30pm

When attempting to take advantage of these special rates, please download our PDF Registration Form and send in **ONE form per Registrant.** Scan forms and email to: icg@instituteforgiving.org.

Online Registration does **NOT** allow for discounted rates or information for multiple Registrants.

Please call our office (800-234-7777) with questions regarding which rates may apply to your group or how best to register.

There is something quite special that happens when the CEO or supervisor joins a staff for a Seminar experience.

We are committed to this important concept and offer a special fee of $1520.00 for the CEO or Supervisor when they attend with staff.

Should you be unable to attend after payment is received, a substitute participant may attend or you may request a credit toward a future Seminar. Refunds can be made for cancellations received one month prior to each Seminar. **Cancellations received less than 30 days prior to each Seminar will be refunded at fifty percent of the fee.**

INSTITUTE FOR CHARITABLE GIVING

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2021 New Fall Dates and Locations

Nashville, Tennessee
September 13-15

The Nashville Marriott at Vanderbilt University
2555 West End Ave
Nashville, TN 37203
615.321.1300
Seminar group rate: $219 + tax
Room rate cutoff is Aug. 12.

Costa Mesa, California
October 4-6

The Westin South Coast Plaza
686 Anton Blvd
Costa Mesa, CA 92626
855.680.3239
Seminar group rate: $199 + tax
Room rate cutoff is Sep. 13.

Cincinnati/ Covington, Kentucky
November 1-3

The Marriott Cincinnati RiverCenter
10 West RiverCenter Blvd
Covington, KY 41011
859.261.2900
Seminar group rate: $169 + tax
Room rate cutoff is Oct. 10.

Limited Registration

There's limited registration to ensure extensive interaction and provide maximum personal attention.

Learn More/Register at Instituteforgiving.org or call 800.234.7777