

*28 Years of Excellence of
Coaching and Mentoring
Professional Fundraisers*

THE ART OF ASKING

*Understanding the anatomy of a major gift
from identification to getting the appointment
to securing the gift to stewardship*

Chicago, IL ♦ May 20-21, 2019



Approved Provider for
CFRE continuing
education—
12 pts



attend. learn. connect. excel.



**INSTITUTE FOR
CHARITABLE GIVING**

The Coaching Center for Jerold Panas, Linzy & Partners

Make certain, in your heart-of-hearts, that you're completely committed to the worthiness of your institution and the significance and value of the project.

THE ART OF ASKING 2019

Chicago, Illinois
May 20-21, 2019

The Westin Hotel
909 N. Michigan Avenue
Chicago, IL 60611

*Hotel room group rates are available,
go to our website for information.*

Seminar Format

Agenda

7:15 - 8am	Breakfast
8:00 - 12noon	Morning sessions
12noon - 1:30pm	Working Lunch
1:30 - 5:00pm	Afternoon sessions
5:00 - 5:45pm	Reception

Second day ends at 3:30pm. - Breakfast, lunch and the reception are included with your registration. The evening is your own.

Who Should Attend

This Seminar is for anyone who is involved in asking for gifts— Board Members, Volunteers, the entire Staff. It provides every element in securing the gift. If you have the responsibility of soliciting, this Seminar is for you. Or if you wish to move into Major Gifts in the future, this will be a tremendous asset for you. And for your resume.

CFRE Continuing Education Approved Provider Programs



ICG is an approved provider of CFRE continuing education for 12 points. All courses presented are submitted to CFRE International for review and approval.

TAKE CHARGE OF YOUR PROFESSIONAL DEVELOPMENT

The Art of Asking— Understanding the anatomy of a major gift— from identification, to getting the appointment, to securing the gift, to stewardship.

Major gifts come to the fundraisers and institutions that understand the vision and the dreams that motivate donors. Donors don't wake up in the morning saying, "I want to give money away." They give to programs that are bold, exciting, and make a difference.

This Seminar is designed around a Six Step Program covering every possible element important to help you understand all aspects in making that successful ask.

Step 1: Identify and Qualify the probable donor: Capacity; Interests; Relationships; Passion.

Step 2: Plan. How to motivate your donor to move from attention to interest to desire to action.

Step 3: Cultivate. Build the relationship bridge between the probable donor and your organization. Involve the probable donor according to any "gaps" in your plan.

Step 4: Ask. Invite your probable donor to consider investing in your organization. Asking is done in-person and face-to-face.

Step 5: Negotiate and Close. We lead the conversation from "no" to "yes" by eliminating the objection that prevents the gift. Without a plan, you waste time and risk losing the gift.

Step 6: Stewardship. The process of thanking. This is the first step in secure in the next gift.

"Investing in the Institute is one of the best investments that I could make for myself, my organization, and my donors. Not only are you afforded the exceptional opportunity to develop an international network; you are also literally learning from the people "who wrote the book."

*— Mellissia Zanjani, PhD, CFRE, VP of Institutional Advancement
University of Pittsburgh at Johnstown*

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

*The person who listens influences the outcome, not the talker. You are in charge.
Listen! Wait for a response. Don't fill the silence – no matter how long it seems to take.*

THE ART OF ASKING 2019

PREMIER FACULTY

Assisting faculty to be announced.

Chief Development Officer and Senior Vice President for Advancement



Paul V. Edwards
Dean

Paul V. Edwards provides strategic oversight to the development and alumni relations teams as chief development officer and senior vice president for advancement at Gordon College.

Edwards previously directed a 10-year \$1 billion campaign for Wycliffe Bible Translators to fund the remaining translations of the Bible for the world's minority languages.

He is a member of the Institute for Giving faculty, and has provided extensive training to development professionals at nonprofit organizations and educational institutions including World Vision, the Smithsonian Institution, the American Bible Society and Princeton University.

Edwards began his development career in 1978 at Stanford University, where he participated in development work for the university and its medical center. In Stanford's benchmark billion dollar campaign, the first of that magnitude undertaken by a university, he implemented all volunteer and staff fundraising training.

From 1988 to 1991, he provided development strategy and campaign counsel for various organizations through the Russ Reid Company. Since then, he has served in senior leadership positions, overseeing fundraising for nonprofits including Prison Fellowship Ministries, Promise Keepers, Hawaiian Islands Ministries and, most recently, Wycliffe. Edwards holds a bachelor's degree in economics from Stanford University and a Master of Divinity degree from Fuller Theological Seminary.

This is Paul's twenty-third year on the faculty of the Institute for Charitable Giving. He is regarded as one of the nation's most effective and motivating trainers of staff and boards. He has worked in all facets of fundraising— from major gifts to campaign management. In the area of preparing staff and volunteers to make a successful ask, he is without parallel.

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Our faculty is an exciting group of the best and the most empowering coaches offered anywhere. Bios are available online at: instituteforgiving.org/about-us-who-we-are

"From SIT to ICG— Traveling 20 odd hours from Singapore to California to attend the Art of Asking is one helluva ask... But it was a journey well worth it. The distinguished ICG faculty instilled the ethos of Fundraising— Altruism over Egoism. My heart and mind is still ringing with all the good that I have heard and most importantly felt—and am still feeling. I am confident that I will be a successful fundraiser because you have taught me to hear with my heart and to feel with my mind."

— Alan Poh, Proud-ICG Alumnus 2017
Asst. Director, Advancement & Alumni Division, Singapore Institute of Technology

"This Seminar provided me with the framework to become a complete and professional development officer. It gave me the tools that I need to become more effective in my meetings both on the phone and in-person. The six-step large gift process gives me the structure that I need to feel comfortable in asking any donor for a gift. The instructors gave me confidence through their past experiences as development officers. Best of all, the Seminar introduced me to role models in the development field that I can model my career after."

— Quincy L. Lewis, University of Minnesota
Golden Gopher Fund

"My experience of ICG's seminar, the Art of Asking, provided me with knowledge and resources that I now believe are essential tools for successful fundraising. The hands-on approach of the seminar, along with the interaction with staff and attendees, provided me with valuable insights and inspiration. I highly recommend attending one of the Institute's seminars; the faculty were kind, helpful and a class-act."

— Nic Knight, Executive Director
The Helene Wurlitzer Foundation of
New Mexico

12 Reasons Why You Should Attend

1. Get over the fear of asking
2. Hone your skills at asking
3. Make certain you get the appointment
4. Learn how to listen more effectively
5. Understand what a "no" means
6. Go from "no" to "maybe" to "yes"
7. Uncover the most motivating factors of the probable donor
8. Determine which of the 5 levels of giving your probable donor falls in
9. Handle the first 60 seconds of the visit
10. Know when in the visit is the proper time to make the ask
11. Learn the words that transform a visit into an ask
12. Discover how a gift goes from the heart to the brain to the checkbook

Registration Fee

Chicago, Illinois - May 20-21, 2019

The Westin Hotel
909 N. Michigan Avenue, Chicago, IL 60611

Standard Individual Registration: \$905.00 US

We offer discounted rates for CEOs/Supervisors (when they attend with staff), for those who attend multiple Seminars, and for larger groups. When attempting to take advantage of these special rates, please download our PDF Registration Form and send in one form per Registrant. 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 extraordinary that happens when the CEO or supervisor joins a staff member for a Seminar experience.

We are so committed to this important concept that we offer a special fee of \$845.00 for the CEO or Supervisor when they attend with staff. We offer a special rate for a group of four or more registrants from the same organization. The supervisor for the group pays \$845.00 and the rest of the group pays \$855.00 each.

Limited Registration

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

Seminar Scholarship Application

A limited number of partial scholarships are available for \$815.00. The Review Board of the Institute will be particularly encouraging to relatively new organizations, those that serve primarily a minority constituency, or those especially affected by cutbacks in government funding.

TAKE HOME FROM A 2019 INSTITUTE SEMINAR

A **REGISTERED CERTIFICATE** of Seminar participation and completion.

PLUS +

VALUABLE RESOURCES from our **Tool Chest** that will enhance your fundraising with more than two hundred presentation outlines, checklists, relevant reprints, and a host of fundraising tools to put to immediate use upon your return.

PLUS +

REGULAR MAILINGS in the future from the Institute regarding new ideas in fundraising, pertinent new techniques, and innovative approaches to getting the gift.

PLUS +

A group of men and women— fellow alumni— who you will be **NETWORKING** with and in regular contact.

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