

William T. Sturtevant

Bill Sturtevant was co-founder with Jerold Panas of the Institute for Charitable Giving in 1991.

Bill Sturtevant was Senior Principal Gifts Consultant at the University of Illinois Foundation, a position which guided relationships with individuals and families capable of gifts at a level of \$5 million and above, until his retirement in 2013 after 33 years of service. He now devotes his time to his fundraising consulting and training practice.

From 1980 until 2004 he served as Vice President for Planned Giving and Trust Relations at the Foundation and built what is considered by many to be one of the nation's preeminent gift planning programs. Mr. Sturtevant arrived at the University of Illinois at the onset of its first fund drive. He was responsible for the strategy for and the solicitation of a significant number of major gifts in that campaign. He also played a central role in the University's next campaigns which raised over \$1.5 billion and \$2.2 billion respectively.

During his years at Illinois, he was directly involved with over \$600 million in major gifts, and during the University's recently completed campaign the Principal Gifts Office guided the effort to secure 65 gifts of \$5 million or more plus numerous major gifts below that level.

Early in his career, Mr. Sturtevant used his MBA background as an entrée in private industry. His first fundraising experience was in public television, and at the Western Michigan University Foundation he formed his planned and major gifts skills. He earned the Certified Financial Planner designation in 1984 and regularly assists a variety of charitable organizations with complicated or unusual gift situations. He has been listed in *Who's Who*, and in 1995 he was honored as Planned Giving Professional Of The Year by Planned Giving Today. In January, 2014, he was named the first recipient of the Lifetime Achievement Award from the East Central Illinois AFP Chapter.

He is author of the best selling book *The Artful Journey: Cultivating and Soliciting the Major Gift* which was published in 1997 and revised and expanded in 2004. He is co-author of the *Moves Management Manual* which was published in 2012.

Bill Sturtevant is Chair of the Board of Advisors for the Institute for Charitable Giving.

