

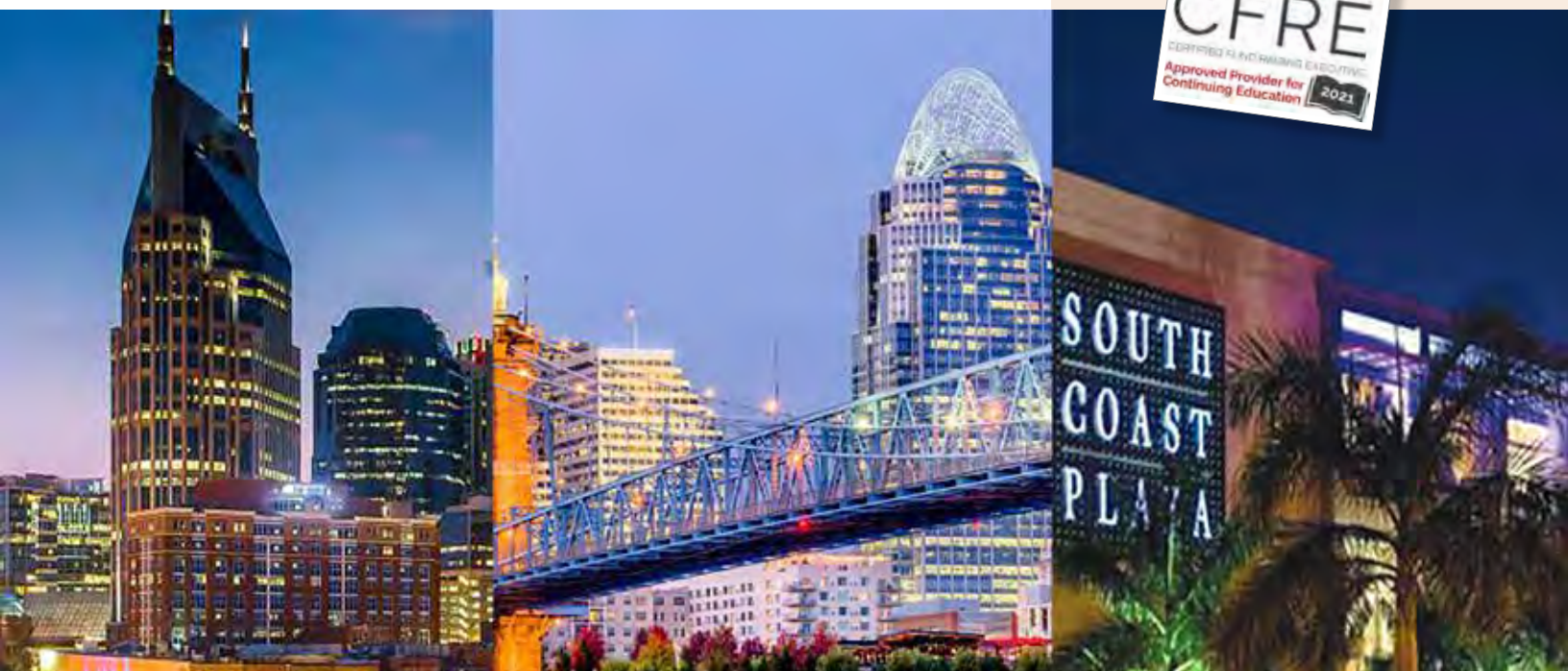
2021 Seminars for Fundraisers

attend. learn. connect. excel.

*This year we celebrate
30 years of helping our
alumni grow, expand their
horizons, and reach their
highest aspirations.*

SEIZE THE OPPORTUNITY

FOR MAJOR AND PLANNED GIFT FUNDRAISERS



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



INSTITUTE FOR
CHARITABLE GIVING

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*

Course Agenda

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



ICG is an approved provider of CFRE continuing education. All courses presented are submitted to CFRE International for review. **These Seminars have been approved for 20 points.**

Major Gift Strategies

- Through the Looking Glass: Self Reflection in a Polarized Society
- Moves Management™ Part 1
- Moves Management™ Part 11
- How to Engage Your CEO in Fundraising
- Storyliving: Creating Transformational Major Donor Journeys
- Leadership and Program Inventory
- Prepare, Ask, and Resolve Objections to Close Major Gifts
- The Lost Art of Listening
- Communicating with Donors in this Age of Online Fundraising
- Enhancing the Role of the Volunteer
- Women are Navigating a New Tomorrow
- How to be Equitable and Inclusive in Diversifying Your Donor Base
- Transforming Your Annual Giving and Major Gifts Program in Preparation for a Major Gift Initiative or Capital Campaign
- Preparing for a Donor Visit with the Leadership of Your Organization
- Cultivating Gifts from Millennials
- The Intentional Fundraiser

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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in Women's Philanthropy

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Premier Faculty

Additional
Assisting
faculty
to be
announced



Tom Ahern



Birgit Smith
Burton



Ben Case



Doug Dillon



Jerry A. Linzy



Tony Penn



Melanie
Sabelhaus



William
Sturtevant



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.**



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(800) 234-7777 | E-mail: icg@instituteforgiving.org

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**