

**2022** Seminars  
for Fundraisers  
attend. learn. connect. excel.

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

# SEIZE THE OPPORTUNITY

## FOR MAJOR AND PLANNED GIFT FUNDRAISERS



COSTA MESA, CALIFORNIA - CINCINNATI/COVINGTON, KENTUCKY



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*

**VISIT OUR WEBSITE  
FOR FACULTY  
INFORMATION**

# Agenda Sessions

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

- Moves Management®
- The art of asking
- Role play the art of asking
- Prepare, ask and resolve objects to close major gifts
- Motivating volunteers and your staff
- Storyliving. Creating major donor journeys
- Philanthrocapitalism – philanthropy which mirrors the way that business is done in the for-profit world
- Donor retention and stewardship– Does this change with each generation
- A strategy for challenging donors
- Multi-Channel communications. Inspiring donors in this age of digital fundraising
- Creating a case for support that moves hearts and inspires giving
- The lost art of listening

- Transforming your annual giving and your major gifts program in preparation for a major gift initiative or capital campaign
- The intentional fundraiser

**Breakout sessions will be offered on Monday and Tuesday. Participants will choose two sessions below**

- Role of the Board and motivating them to greatness
- How to set up a planned giving program and the role of Crypto currency
- Creating your annual development plan
- The important role volunteers play in your organization
- How to craft a great proposal that will result in a grant for your organization
- Generational turnover of leadership in nonprofits. Attracting, developing & retaining fundraising talent
- Where do you begin if you don't have the staff to support your communication efforts (Tuesday only)

Learn More/Register at [www.instituteforgiving.org](http://www.instituteforgiving.org) or 800.234.7777

***“Participating in the ICG Conference was motivating and inspiring. Having attended many fundraising seminars, this one was far and above the best use of my time. The speakers provided wonderful ideas and strategies that could be immediately implemented. Meeting and***

***networking with colleagues from around the country was a wonderful resource! My favorite part was learning new and creative approaches to fundraise every day!”***  
– Perri Dombroski, National Director, Leadership Giving, Pancreatic Cancer Action Network (PanCAN)

## 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.

## 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.

***“What makes fundraising so exciting is that you are compelled to stretch your mental abilities to the limit. Each institution is unique and you have the opportunity to creatively apply your knowledge in seeking solutions to abstract, complex, but nonetheless real and important situations. The permutations and opportunities are limited only by your own abilities.”***

*– William Sturtevant*

## 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.

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***The ICG conference in May 2022 in Costa Mesa, California was fun, participatory and productive. Not only did I learn innovative and relevant tips on many aspects of the fundraising phases, but I also expanded my professional network and collaboration with other attendees. The faculty were top-notch professionals with years of experience in multitude of fundraising areas of expertise who were engaging, immersive and***

***willing to share their insight and feedback – not only during the sessions but one on one with each attendee separately during the breaks (aka. ParkBenching)! I have already recommended my colleagues to take advantage of the next ICG conference in California.***

*– Ellie Haiem, Major Gift Officer Advancement  
CEDARS-SINAI Hospital, Los Angeles*



# Registration Fee

<b>Standard Individual Registration:</b>	<b>\$1540 US</b>
<b>Group rate (4 or more):</b>	<b>\$1530 US</b>
<b>CEO or Supervisor:</b>	<b>\$1520 US</b>

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 receptions on Monday and Tuesday evenings from 5:00 – 5:45pm

## Monday

Breakfast	7:15am
Program	8:00am-5:00pm
Reception	5:00pm-5:45pm

## Tuesday

Breakfast	7:15am
Program	8:00am-5:00pm
Reception	5:00pm-5:45pm

## Wednesday

Breakfast	7:15am
Program	8:00am-2:30pm

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](mailto: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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## Dates & Locations

### Costa Mesa, California June 6-8, 2022

The Westin South Coast Plaza  
686 Anton Blvd  
Costa Mesa, CA 92626  
855.680.3239

Seminar group rate: \$199 + tax  
Room rate cutoff is May 16, 2022.

### Cincinnati/ Covington, Kentucky October 10-12, 2022

The Marriott Cincinnati  
RiverCenter  
10 West RiverCenter Blvd  
Covington, KY 41011  
859.261.2900

Seminar group rate: \$169 + tax  
Room rate cutoff is September 6.

## Limited Registration

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

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