



A sampling of what attendees will learn to:

- Align your personal mission with the mission of the institution
- Facilitate donor alignment, encourage passion and achieve commitment
- Deep listen at every stage in Major Gift development
- Use the principles of ethical influencing: Reciprocation, Scarcity, Authority, Commitment, Liking, Consensus
- Build an Integrated Development Organization with a culture of Philanthropy
- Understand Systems Thinking as necessary for success
- Design and facilitate a strategic planning process
- Apply hard-core marketing principles to fundraising
- Identify emotional triggers and the science behind them
- Create plans for both relationship- building and donor communications
- Use story-telling methods to advance a case for support
- Measure effectiveness
- Understand how gift planning allows for alignment of the donor mission with the institution's mission
- Use gift planning questions that every Major Gifts Officer must know to ask
- Use fundamentals of Emotional Intelligence for instant use
- Recognize the key elements of successful campaigns
- Overcome our own barriers to asking
- Plan the ask
- Prepare the right gift proposal
- Assess the Prospect, using a Readiness formula
- Set the tone, establish receptivity, and deliver the ask
- Address the response
- Embody the Ten Guiding Principles for any ask

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