



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Developing Major Gifts

COURSE AGENDA

DAY ONE

- 8:30 **Introductions and Expectations**
- 9:30 **Course Introduction**
Annual Gift and Major Gift Differences
8 steps overview and explanation
- 10:15 ***Break***
- 10:30 **Ethics Introduction**
- 11:00 **Organizational Readiness for Major Gifts**
Giving Predictors and Drivers
- 12:00 ***Lunch***
- 1:15 **The Case for Major Gifts**
- 2:45 Break
- 3:00 **Major Gifts Team**
Leadership
Volunteers
- 5:00 ***Adjourn***



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DAY TWO

- | | |
|-------|--|
| 8:30 | Major Gifts Engagement
Identification
Qualification |
| 10:00 | <i>Break</i> |
| 10:15 | Introduction to Interpersonal Communication Style
DiSC Personality Assessment
How DiSC applies to MG work |
| 12:00 | <i>Lunch</i> |
| 1:15 | Donor Motivations and Engagement |
| 2:45 | <i>Break</i> |
| 3:00 | Ethics Case Study |
| 4:30 | Reflections |
| 5:00 | <i>Adjourn</i> |



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DAY THREE

- | | |
|-------|--|
| 8:30 | Development of Engagement Plan
Gift Vehicles
Cultivation |
| 10:15 | <i>Break</i> |
| 10:30 | Acknowledgement/Recognition
Stewardship
Renewal |
| 12:00 | <i>Lunch</i> |
| 1:15 | Solicitation and Negotiation
Language of Solicitation
Solicitation Exercise |
| 2:45 | <i>Break</i> |
| 3:00 | Success Measurement through Metrics |
| 3:45 | Guided work through the Major Gifts Plan |
| 4:30 | Course Wrap-Up, Graduation |
| 5:00 | <i>Adjourn</i> |