



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

DEVELOPING MAJOR GIFTS

NOVEMBER 9-11, 2011

PURPOSE

This course is presented by the YMCA and The Fund Raising School at the Center on Philanthropy at Indiana University. Designed for staff (volunteers are welcome) who have responsibility for developing and carrying out the major gift plans for their Y. It is helpful if participants have attended the YMCA Executive Fund Raising Course or The Fundraising School's Principles and Techniques of Fundraising course but not required. Prior to attending participants will be asked to read a white paper - Gifts of Significance by James Hodge.

In this intensive three-day course, you will gain the foundational knowledge needed to develop major gifts for your Y. It is based on the philosophy that major gifts are more about the donor dreams than organizational needs. The three days will be based on organizational readiness, leadership of staff and volunteers, and an 8 step process. Participants will have time to begin to develop a plan for developing major gifts that is tailored to their own needs.

Instructors (one contracted by The Fund Raising School and one contracted by Y-USA) are experienced fundraising professionals selected because of their proven track records teaching in their areas of expertise, including organizational development, the annual fund, capital campaigns, planned giving, donor motivation, proposal writing and many other aspects of fundraising. Classes are structured to allow students the opportunity to have maximum interaction with the instructors and other participants.

WORKSHOP HIGHLIGHTS

- Use your mission to motivate volunteers
- Develop an organizational vision for major gifts
- Organize your major gift program
- Provide and cultivate leadership for your major gifts program
- Help volunteers overcome their resistance to asking for gifts
- Respond to objections in your presentation
- Define the roles of board and staff in major gift fundraising
- Manage the 8-Step Major Gifts Process
- Use current research to guide your approach
- Forge leadership partnerships.

Contact:

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Training Site Location:

YMCA of the USA
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Target Audience:

Organizational Level Leaders (CEO, COO, CDO, Sr. V.P... and Branch Executive Directors and Fund Development Directors

Registration Fee:

\$375 (includes training materials, breakfast and lunch. Individuals are responsible for their own travel expenses and evening meals)

Leadership Competency Credits

Upon successful completion of the full 3 day course, credits will be automatically applied to your Y transcript.

Register early – class size is limited, and registration will close as each course reaches 40 students.

Registration:

<http://events.SignUp4.com/majorgifts>