

Advancing Philanthropy for Medical Gift Officers

GG+A Our mission is
advancing yours.
GRENZBACH GLIER + ASSOCIATES

We know the intricacies of major gift fundraising.

Successful major gift fundraising relies on a motivated and highly-trained development officer team. Let us help you invest in your greatest resource.

Our comprehensive training curriculum:

- + Delivered on site and on your schedule
- + Five core courses, 3 hours each
- + A sixth group session - selected from three options - that best addresses the needs of your gift officer cohort
- + One-on-one coaching with every participant after every session, allowing them to apply the course content directly toward advancing key major gift prospects in their portfolio



We provide expert training and individual coaching grounded in philanthropic research, best practices, and the leadership experience of our consultants.

Every participant receives a copy of *Achieving Excellence in Fundraising, Fourth Edition*, the definitive resource in applied philanthropic research.

TEACHING + COACHING: THE GG+A WAY

Before training begins, we meet with your senior leadership to learn about your prospect management policies, performance metrics, and any challenges facing your major gift operation. Every institution has different needs, and we want to understand yours first.

The Curriculum

Session 1

Build a Balanced Portfolio

The first session not only emphasizes the anatomy of a balanced portfolio, but also exposes participants to key research studies and other valuable sources of knowledge they can apply toward specific engagement strategies.

Session 2

Secure More Visits

Recent studies on high net worth individuals help inform this session on identifying and qualifying prospects, tools and entry strategies for the first visit, and envisioning strategies for future visits. This session includes special emphasis on grateful patients.

Session 3

Accelerate the Cultivation Cycle

Key research findings on donor motivation guides this session through the major gift cycle and focuses specifically on engaging physicians, clinicians, hospital administrators, volunteers, and other partners to move more of a gift officer's portfolio through cultivation and into donor readiness.

Session 4

Close More Gifts

This session further emphasizes arriving at donor readiness, knowing when and how to utilize proposals and gift agreements, and recognizing when to involve others in a gift solicitation. Case studies of successful and failed solicitations provide helpful context for this critical stage.

Session 5

Enhance Stewardship

This session helps gift officers understand the often overlooked strategy of how to develop effective stewardship plans that celebrate the donor, not the gift. Special emphasis is placed on stewardship strategy development that leads donors into future major gift opportunities.

Session 6

Targeted Training

Select from one of three specific skill-building sessions addressing the most common areas of weakness in major gift teams:

- + **Complex Gifts:** Understanding how transformational giving is possible through multiple assets.
- + **Fundraising in a Campaign:** Learning how to leverage a campaign for major gift strategies.
- + **Communication Skills:** Improving presentation skills, storytelling ability, and persuasive writing.

Using the same approach as an intensive, graduate-level seminar, this program includes required readings, case studies, and active participation that develops both the individual and the team. The program best serves gift officers with five to seven years of experience or less, as well as more experienced staff who may be new to medical fundraising.

CONTACT US

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