

Teaching + Coaching: *Advancing Philanthropy for Medical Gift Officers*



Our mission is advancing yours.

GG+A knows 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 workshops**, three hours each
- + **A sixth group session** – selected from four options – that best addresses the needs of your gift officer cohort
- + **One-on-one coaching** with every participant after each session and for nine continuous months following the workshops; allowing them to apply the course content directly toward advancing key major gift prospects in their portfolio



Grenzebach Glier and Associates

www.grenzebachglier.com

Chicago Corporate Headquarters

200 South Michigan Avenue, Suite 2100
Chicago, Illinois 60604
Tel: +1 312.372.4040

UK Office

180 Piccadilly
London W1J 9HF
Tel: +44 (0)20.7917.1758

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.

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 some experience, as well as more experienced advancement staff who may be new to higher education fundraising.

The Curriculum

SESSION 1 <i>Effective Portfolio Management</i>	Major gift staff, whether new or experienced, start with a focus on building and managing an evolving portfolio of major gift prospects. This first session emphasizes best practices on portfolio size and composition, and timely movement of prospects through the major gift cycle.
SESSION 2 <i>Build Engagement</i>	Recent studies on high net worth individuals help inform this session on identifying and “qualifying” those who might respond to major gift discussions. We look at “tools” and strategies for the first visit, and creative approaches to sustaining the initial conversation, and future visits.
SESSION 3 <i>Accelerate the Cultivation Cycle</i>	Key research findings on donor motivation guides this session through the exploration of the “major gift” cycle. It also focuses specifically on engaging faculty members, Deans, volunteers, and other partners. Assist the gift officer in building donor awareness engagement with the impact of a potential major gift.
SESSION 4 <i>Close More Gifts</i>	This session further emphasizes arriving at donor readiness, knowing when and how to utilize a variety of collaterals, including 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 <i>Enhance Stewardship</i>	This session helps gift officers understand the often overlooked strategy of how to develop effective stewardship plans that celebrate the donor and the gift. Special emphasis is placed on stewardship strategies that keep the donor engaged with the impact of their gifts, and naturally lead to future gift opportunities.
SESSION 6 <i>Targeted Training</i>	Select from one of three specific skill-building sessions addressing the most common areas of weakness in major gift teams: <ul style="list-style-type: none">+ Complex Gifts: Understanding how to approach transformational giving through complex 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.