

Campaigns 2.0:

Success Strategies for a New Economy

March 8-9, 2012 | The Westin Lombard Yorktown Center, Lombard, Illinois

This Workshop is Designed For:

- Presidents, Heads, and CEOs
- Board Chairs and Trustees
- Board Advancement/Development Committee Members
- Foundation Board Members
- Campaign Volunteer leaders
- Chief Advancement Officers
- Development Directors
- Annual Giving staff
- Major Gift and Planned Giving staff
- Alumni/Constituent Relations staff
- Prospect Researchers
- Campaign staff
- Communications and Public Relations staff

PLEASE REGISTER THE FOLLOWING INDIVIDUAL

Full Name (PLEASE PRINT)

Nickname - First Name (as it will appear on nametag)

Title

Institution

Address

City

State

Zip

Telephone

E-mail (FOR FINAL REGISTRATION MATERIAL)

Enclosed is our check in the amount of \$ (\$795.00 for first person; \$700.00 for each additional person)

Make check payable to: **Gonser Gerber Tinker Stuhr LLP**
You can also register online by going to www.ggts.com and clicking on the link under the Workshops & Resources tab.

Full refunds will be made for cancellations received 7 or more days prior to the workshop. All but \$100 will be refunded for cancellations received with less than 7 days notification.

REGISTRATION DEADLINE IS FRIDAY, FEBRUARY 17, 2012

400 E. Diehl Road, Suite 380 • Naperville, IL 60563

630-505-1433 | info@ggts.com | www.ggts.com

Your advancement program is unique. Your history and culture, your donors, your prospects, and your priorities are distinctive.

GGTS understands.

That's why for over 60 years we have built innovative, individually-crafted relationships with clients that result in new thinking, improved performance, and stronger institutions. Because we take the time to really know you and we customize our consultancy based on your needs, you achieve your vision and goals.

Each GGTS consultant listed below has the experience as both a consultant and chief advancement officer to build and strengthen all aspects of your advancement program. Just as importantly, each GGTS consultant also has the wisdom to customize strategies that will work best for you.



Gonser Gerber Tinker Stuhr LLP

Calvin H. Stoney
PARTNER

Salvatore F. Polizzotto
PARTNER

Douglas D. Mason
PARTNER

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Jason McNeal, Ph.D.
CONSULTANT

Jennifer M. Spuehler
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Campaigns 2.0: Success Strategies for a New Economy

**Gonser Gerber Tinker Stuhr
Workshop**

March 8-9, 2012 | The Westin Lombard Yorktown Center
Lombard, Illinois

Workshop Program

Thursday, March 8, 2012

7:30 a.m. Registration and Continental Breakfast

8:00 a.m. **Welcome and Invocation**

8:15 a.m. **The Changing Philanthropic Landscape and What Must Be Done to Overcome Today's Challenges**

9:15 a.m. **Engaging the Board, Volunteer Leaders, and Major Donor Prospects to Ensure Early Momentum**

10:30 a.m. **Campaign 2.0 Readiness: Preparing Your Institution and Its Leaders for Success**

11:45 a.m. Lunch

1:15 p.m. **The Compelling Case: Inspiring Prospects to Support Campaign Goals**

2:30 p.m. **Effectively Utilizing Volunteer Leaders Throughout Your Campaign**

3:45 p.m. **Consultants Panel: Foreseeing the Challenges of Your Campaign**

Friday, March 9, 2012

7:45 a.m. Continental Breakfast

8:30 a.m. **Building and Managing Your Pipeline of Principle and Major Gift Prospects**

10:00 a.m. **Resourcing Your Campaign 2.0: What Will It Take?**

11:15 a.m. **Marketing Campaign 2.0: Using all of the Tools**

12:15 p.m. Adjournment

What You Will Receive

Each workshop participant will receive all presentations, resource materials, and selected development guides and checklists. Additionally, participants will interact with and learn from extraordinary executives and advancement professionals from across North America. Participants will have opportunities to discuss the practical applications of concepts presented while interacting and learning from other participants both in formal and informal settings.

Arrangements

📍 **Hotel: The Westin Lombard Yorktown Center, Lombard, Illinois** Located just 12 miles southwest of O'Hare International Airport in the heart of the Lombard/Oak Brook business and shopping corridor, the Westin blends downtown style and sophistication with the convenience of a full-service hotel.

💰 **Room Rate:** \$139/night. Please call 888-627-9031 and ask for the Gonsler Gerber Tinker Stuhr (GGTS) room rate or go to www.ggts.com and click on the link under Workshops by **Friday, February 17, 2012**. The block of rooms is limited, so make your reservations as early as possible.

🍽️ **Meals:** Complimentary continental breakfasts and refreshment breaks will be provided.

Campaigns 2.0: Success Strategies for a New Economy

The world has changed. Since the economic downturn of 2008, institutions and organizations are reporting a decrease in the numbers and amounts of major gifts. Previously, these gifts were the drivers of campaign success for non-profits of all types. As the world continues to find its way in this "new economy," we must develop fresh campaign strategies which focus on engaging prospects and donors deeper in the database. Additionally, new technologies abound which promise to enrich the communication platform used in today's campaigns.

Campaigns 2.0 will provide participants with real-world, proven strategies to maximize giving during campaigns in today's economy. If you are preparing for a campaign, just beginning a campaign, or have already launched a campaign, this workshop offers practical and advanced strategies to optimize your gift potential, communicate more effectively with your donors, and prepare your institution for success.

This two day, content-rich workshop will provide participants with interactive presentations from nationally-recognized education, healthcare, and non-profit executives and advancement leaders, as well as from GGTS consultants. Make plans today to attend with your team of advancement leaders.



For the latest information on speakers, please visit www.ggts.com