



# Fired Up Fundraising: The Art of Raising Major Gifts



## EXPERT SPEAKER: GAIL PERRY

GAIL PERRY is an international fundraising consultant, keynote speaker, trainer and philanthropy leader, with deep expertise in major gift and capital campaign fundraising. Her Fired-Up Fundraising approach, developed over the past 30 years as a nonprofit philanthropy expert, has helped organizations raise hundreds of millions in gifts.

With over 30 years of experience in successful major gift and capital campaign fundraising, Gail focuses on guiding her clients to transformational gifts that can catapult their organizations to new heights. She is a veteran of over 55 capital campaigns from Louisiana to Maine as consultant, coach or staffer – raising over \$500 million.

Gail was recently named #10 on the list of American's Top Fundraising Experts, published by Philanthropy Media, and her Fired-Up Fundraising Blog is consistently listed among the top fundraising websites in the world. Her best-selling book, *Fired-Up Fundraising: Turn Board Passion into Action* (Wiley/AFP) has been called the "gold standard guide to building successful fundraising boards."

Gail keynotes fundraising conferences in the US and abroad. She has led board and leadership workshops for national and international organizations around the world.

Gail launched her fundraising career at Duke University and then went on to lead fundraising at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

## Event Details

Thursday, September 26, 2019

8:00 a.m. – 4:00 p.m.

Doors open 7:30 a.m.

Building 5 - Delanio Student Center

1000 College Blvd, Bldg 5, Pensacola, FL, 32504

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Go Online to

<https://foundation.pensacolastate.edu/nonprofit-center/>

**\$75 per registered attendee**

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## For Major Gifts - Attendees will benefit from trainer's expertise in the following areas:

- Determining Readiness
- Defining Expectations and Roles (Board, Fundraiser, Researcher and Marketing Roles)
- Major Gifts Engagement (Identification and Qualification)
- Understanding Donor Motivations and Engagement
- The Engagement Plan (for donor prospects)
- Solicitation and Negotiation (defining and implementing a strategy)

**September 26, 2019**

- 7:30 a.m.** . . . . . Registration – Pre-Quiz (turn in your questions)
- 8:00 a.m.** . . . . . Introductions (what do you want to learn today)
- 8:15 a.m.** . . . . . Determining Organizational Readiness for Major Gift Fundraising
- 8:45 a.m.** . . . . . Structuring Your Major Gifts Team
- 10:15 a.m.** . . . . . Break
- 10:30 a.m.** . . . . . Identifying Potential Donors and Opening the Door
- 11:15 a.m.** . . . . . Successful Donor Meetings
- NOON** . . . . . Lunch
- 1:15 p.m.** . . . . . Creating an Engagement Plan
- 2:00 p.m.** . . . . . How the Board can Help – The Successful “Ask”
- 2:45 p.m.** . . . . . Break
- 3:00 p.m.** . . . . . NPO Panel-Major Gift Officers
- 3:45 p.m.** . . . . . Wrap Up and Closing Remarks
- 4:00 p.m.** . . . . . Adjourn



Full participation in this workshop is applicable for 7 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Participation in the PSC Workshop How to Create a High Functioning Fundraising Board may assist you in learning or reviewing concepts covered on the Certified Fund Raising Executive (CFRE) examination as detailed on the Test Content Outline provided by CFRE International. CFRE International does not sponsor or endorse any educational programs and the How to Create a High Functioning Fundraising Board was not developed in conjunction with CFRE International.