

Changing Hearts and Changing Minds: Inspiring Principal Giving

Advancement Resources is pleased to invite you to take a walk with [Jim Hodge](#) and [Scott Arthur](#) as they share the essential shifts they drove at the University of Colorado Anschutz Medical Campus to inspire greater philanthropy, invigorate staff, and transform how their organization thinks and works—especially in principal and major giving.

Ideal for development leaders, principal giving professionals, and major giving professionals who aspire to lift benefactors to higher levels, this two-day learning experience will explore the fundamental skills necessary to thrive at a time of challenge and change in philanthropy. Attendees will leave with a renewed sense of purpose, as well as tools and collaterals that will make the work of qualitative, relationship-based philanthropy both accessible and impactful.

Topics include:

Changing Hearts and Minds in Our Work

An exploration of the current state of the fundraising profession and how it must shift to inspire meaningful and significant philanthropy from top benefactors as well as greater joy in the work.

Reducing Fear and Anxiety in Philanthropy

A candid discussion on how fear and commitment to the status quo keep development teams from reaching their potential and how to give up control to gain control.

Changing How We Work to Support This New Mindset

A look at culture and how leaders can operationalize values, manage the process, and measure success in this new paradigm.

Embracing Inquiry-Driven Philanthropy

A conversation about the art of questions, questioning skills, and deep listening and the critical role they play in inspiring significant philanthropy.

Discovering the Art and Science of Ideation

An introduction to a three-part model for collaborating with faculty to co-create aspirational philanthropic visions that are inspirational for benefactors.

Making Ideation Count on Monday

An opportunity to work through the ideation process in real time using ideas from participants.

Working with Entrepreneurs

An exploration of the mindset of entrepreneurs, some of the most generous people in the world, including how they think and how they work.

Inspiring Principal and Major Gifts

A practical overview of effective tools and approaches for engaging and inspiring principal and major gifts, which are 90% of your annual income.

Putting It All into Practice

A real-world discussion of the nuts and bolts of implementing the Appreciative Philanthropy philosophy from hiring to building and sustaining talented “philanthropy advisors.”