

Inspiring Significant Philanthropy: Lessons in Leadership

Featuring John Noseworthy, MD, President and CEO Emeritus of Mayo Clinic.

Experience this rare opportunity to learn from [John Noseworthy](#), [Jim Hodge](#), and [Scott Arthur](#) who—together—spent 18 years developing important, compelling, investment-worthy ideas that profoundly changed the landscape of philanthropy for Mayo Clinic. Discover the new mindset of benefactor-centric, relationship-based, and inquiry-driven philanthropy introduced in Jim Hodge's popular TED Talk, *Philanthropy: A Whole Lot of Shift Needs to Happen*. Participants will leave with specific strategies and actionable tactics they can apply immediately in their own organizations to inspire gifts of significance. These revolutionary approaches are practiced at the University of Colorado where philanthropic giving has increased from \$65M annually to over \$242M annually in just the past 5 years.

This two-part session is ideal for leaders of Academic, Academic Medical, Healthcare, and other nonprofit organizations, including Presidents, CEOs, Deans, Directors, VPs of Philanthropy, and all development professionals engaged in major and principal gifts at their institutions. We highly recommend that institutional leaders and their chief development officers attend this workshop together to strengthen their partnership and achieve optimal outcomes.

Opening Session and Welcome Reception

This 90-minute session held the evening prior to the main event, introduces participants to the fundamental philosophy and approach that serves as the foundation for the entire learning experience. Participants explore the current state of the fundraising profession and how it must shift to inspire meaningful and significant philanthropy from top benefactors—as well as maximize the potential of their organizations.

Core Curriculum

This seven-hour, interactive workshop builds on concepts introduced the previous day and covers the following topics:

Response and Reflection

An opportunity for participants to share their reactions to the opening session, pose any lingering questions or concerns, and gain further insight that will set the tone for an invigorating and productive day of learning.

Powerful Partnership

An inside look at what a successful partnership between institutional leadership and development looks like in the Appreciative Philanthropy paradigm. This segment features a facilitated panel discussion between Jim Hodge and Dr. John Noseworthy as they share their achievements and lessons learned working together at Mayo Clinic. Questions from the audience are welcome and encouraged.

Ideation and the Campaign of One

An introduction to a three-part, tried and true model for collaborating with faculty to co-create aspirational philanthropic visions that are inspirational for benefactors. This segment includes examples of how these visions can be translated into highly visual proposals for compelling *campaigns of one*.

The Ideation Experience

An opportunity for participants to experience ideation in action and work through the process in real time using ideas from attendees. Ideation templates and proposal examples are provided to ensure participants can carry this work back to their own organizations.

Leadership Insights for Vision-Based Philanthropy

A facilitated conversation with Scott Arthur and Dr. John Noseworthy about the critical role of leadership—institutional and development—in building a vibrant culture of generosity focused on outside-in philanthropy and co-creation with benefactors. Their leadership experiences, guiding principles, successes, and challenges are discussed openly. Participants are invited to join the dialogue.

Session Preparation

To facilitate practical application of workshop concepts during the sessions, participants are asked to come prepared with examples of real benefactors and potential vision ideas for their institutions.