



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 significant 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 experienced major giving professionals who aspire to meaningfully engage, inspire, and co-create with benefactors. This learning experience will explore the essential *shifts* necessary to assist benefactors in realizing their most meaningful and aspirational goals through philanthropy. Attendees will leave with a renewed sense of purpose, as well as specific strategies, tactics, processes, and tools to facilitate transformational “campaigns of one” for their most significant benefactors.

“I had the pleasure of participating in the Changing Hearts and Changing Minds workshop in September 2019 and still remember talking with Scott and Jim about a benefactor with whom I needed help changing my mindset. Thanks to what I learned from the experience, that same benefactor committed an eight-figure gift to our mission last month (February 2021). I’m so grateful for the opportunity!”

—John Kilbride, Chief Development Officer, University of Minnesota School of Nursing

Prerequisites: We recommend 5 or more years of major giving experience and/or participation in *The Art and Science of Donor Development* workshop prior to attending.

Prior to the workshop, participants will be asked to complete a brief pre-work assignment to optimize the learning experience.

Topics include:

Philanthropy as Art Work: 7 Essential Shifts for Success

An exploration of the current state of the fundraising profession and how we—as individuals and organizations— must shift our mindset to inspire meaningful and significant philanthropy from top benefactors as create greater joy in our work.

How to Show Up: Becoming an Intrapreneur

An examination of the power of personal leadership/influence and how we all—regardless of position—can harness our inner intrapreneur to operationalize the shifts, engage internal partners, and inspire bigger thinking. Includes a candid discussion on how fear and commitment



to the status quo keep us, and our organizations, from reaching our philanthropic potential—and how to reduce that fear for all key stakeholders.

Candidates for Co-Creation: Finding the Right Benefactors to Take the Journey

A look at key factors that indicate a benefactor might be a suitable choice for embarking on a campaign of one, and the questions we can ask to expedite the identification process. Includes an exploration of the mindset of entrepreneurs—some of the best and most generous candidates—including how they think, how they work, and what they expect from you and your organization.

Benefactor Readiness: Taking the First Steps

A discussion about storytelling, stewardship, and the art of questions in building benefactor readiness. Emphasis is on the critical role *master-key* questions play in earning the right to open conversations with benefactors and explore transformational ideas—the first step together in a meaningful campaign of one.

The Art of Ideation: Painting a Compelling Picture Together

An introduction to a three-part model for collaborating with organizational leaders/faculty to co-create aspirational philanthropic visions that are inspirational for benefactors and transformational for the organization. Includes examples of proposals from successful campaigns of one and an opportunity to work through the ideation process in real time using ideas and benefactors from participants.

Key Concepts for Co-Creation

A look at what happens after the ideation process, including the important role of highly personalized stewardship in a campaign of one. Includes real-life examples and an opportunity to discuss any final questions with the facilitators.