

# mgru MAJOR GIFTS RAMP-UP

...for foundations, nonprofits & ministries committed to human welfare, education, healthcare, the arts & environment



National  
Development  
Institute



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When foundations, nonprofits and ministries invest in *civil society* a child's health, a student's dream or a family's future is made secure. National Development Institute nurtures and leverages philanthropy by supplying funders and organizations the capacity building research and education they require to advance their mission.

Since 1996, NDI, a 501(c)3 nonprofit organization, has dedicated its services to the men and women of the charitable movement who spend their lives to advance civil society. The NDI team serves executives, donors, volunteers, staff and board members across six continents committed to human welfare, education, healthcare, the arts and environment.

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## **MAJOR GIFTS RAMP-UP CONFERENCE EVENT**

*...for foundations, nonprofits & ministries committed to human welfare, education, healthcare, the arts & environment*

### **CONFERENCE AGENDA – DAY ONE**

- **Welcome to the National Development Institute**
- **Conference Event Overview & Your NDI Faculty**
  - **NONPROFIT MANAGEMENT & MAJOR GIFTS FUNDRAISING**  
*ORGANIZATIONAL CHANGE IN PROGRAM, MISSION & LEADERSHIP*
- **Networking Break**
  - **THE MAJOR GIFTS RAMP-UP MODEL – PART I**  
*CHALLENGING EVERYTHING YOU BELIEVE ABOUT THE RAISING OF MONEY*
- **Lunch – Leadership Networking**
  - **OBSTACLES TO CHANGE (GROUP ACTIVITY)**  
*ISSUES YOU MUST OVERCOME IN ORDER TO SUCCEED*
- **Networking Break**
  - **MESSAGING CASE FOR SUPPORT**  
*YOUR CAUSE, PROGRAMS & PROJECTS EXPRESSED WITH PASSION*
- **Adjourn Day One**



## CONFERENCE AGENDA – DAY TWO

### - Welcome Back to Your Conference Event

- **THE MAJOR GIFTS RAMP-UP MODEL – PART II (GROUP ACTIVITY)**  
*CHALLENGING EVERYTHING YOU BELIEVE ABOUT THE RAISING OF MONEY*

### - Networking Break

- **THE HIGH PERFORMANCE NONPROFIT**  
*YOUR LEADERSHIP, OPERATIONS, STAFF, CULTURE & TECHNOLOGY*

### - Lunch - Leadership Networking

- **ORGANIZATIONAL READINESS REVIEW (GROUP ACTIVITY)**  
*LEADERSHIP, OPERATIONS, STAFF, CULTURE & TECHNOLOGY*

### - Networking Break

- **THE THREE-PART “ASK” (ROLE PLAY)**  
*INVITING ADVOCATES TO INVEST THEIR GIFTS WITH PROPRIETY & GRACE*

### - Networking Break

- PERSONAL CALL TO ACTION**  
*ESTABLISHING A BEHAVIORIAL CONTRACT*

Complimentary Resources...“Thank You” Gifts From NDI

Conference Adjourns



Certified Fund Raising Executive

# CONTINUING EDUCATION POINTS TRACKER

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form. All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.

**Activity Organizer:** National Development Institute  
**Title of Activity:** Major Gifts Ramp-Up Conference  
**Names of Presenter(s):** Various  
**Dates and Location:** \_\_\_\_\_.

## CEU Sessions

- MANAGEMENT & MAJOR GIFTS FUNDRAISING**
- THE MAJOR GIFTS RAMP-UP MODEL – PART I**
- OBSTACLES TO CHANGE**
- MESSAGING CASE FOR SUPPORT**
- THE MAJOR GIFTS RAMP-UP MODEL – PART II**
- THE HIGH PERFORMANCE NONPROFIT**
- ORGANIZATIONAL READINESS REVIEW**
- THE THREE-PART “ASK” ROLE PLAY**

**Total number of contact hours attended:** \_\_\_\_\_ **(8hrs Possible)**  
*(number of contact hours = number of Education points)*

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**Activity Organizer:** National Development Institute  
**Title of Activity:** Major Gifts Ramp-Up Conference  
**Names of Presenter(s):** Various  
**Dates and Location:** \_\_\_\_\_.

**CEU Sessions**

- MANAGEMENT & MAJOR GIFTS FUNDRAISING**
- THE MAJOR GIFTS RAMP-UP MODEL – PART I**
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- ORGANIZATIONAL READINESS REVIEW**
- THE THREE-PART “ASK” ROLE PLAY**

**Total number of contact hours attended:** \_\_\_\_\_ **(8hrs Possible)**  
*(number of contact hours = number of Education points)*



## National Development Institute Receives the GuideStar Exchange Seal of Approval as a Demonstration of its Commitment to Transparency

FOR IMMEDIATE RELEASE

Columbia, SC – The National Development Institute today received the GuideStar Exchange Seal, a leading symbol of transparency and accountability provided by GuideStar USA, Inc., the web’s premier source of nonprofit financial information. The Seal demonstrates to NDI’s supporters and alumni their team’s commitment to nonprofit transparency and accountability.

“We’ve worked hard to showcase our long-held belief that transparency is the cornerstone of nonprofit advancement.” said NDI founder, Jimmy LaRose “As a GuideStar Exchange Partner, we use this platform to share a wealth of information about our finances, governance and programs with GuideStar’s immense online audience of nonprofits, grantmakers, individual donors, and media.”

The National Development Institute, is a 501(c)3 organization that provides research and training to leaders tasked with nonprofit management and has served executives, donors, volunteers, staff and board members across six continents since 1996. Jimmy LaRose commented on the mission of NDI, “When foundations, nonprofits and ministries invest in *civil society* a child’s health, a student’s dream or a family’s future is made secure. National Development Institute nurtures and leverages philanthropy by supplying funders and organizations the capacity building research and education they require to advance their mission.”

The NDI team oversees:

- Nonprofit Advancement Conference Events [NonprofitConferences.org](http://NonprofitConferences.org)
- DonorScope Prospect Research Platform [DonorScope.com](http://DonorScope.com)
- Major Gifts Ramp-Up Cloud Web Training Platform [MajorGiftsRampUp.com](http://MajorGiftsRampUp.com)
- Certified Nonprofit Consulting Credentialing [ConsultingCertification.org](http://ConsultingCertification.org)

### About the GuideStar Exchange

The GuideStar Exchange is an initiative designed to connect nonprofits with current and potential supporters. With millions of people coming to GuideStar to learn more about nonprofit organizations, the GuideStar Exchange allows nonprofits to share a wealth of up-to-date information with GuideStar’s many audiences. The GuideStar Exchange Seal, acknowledged as a symbol of transparency in the nonprofit sector, is displayed on all Exchange members’ report pages.

For more information, visit [NonprofitConferences.org](http://NonprofitConferences.org)

James P. LaRose, CFRE, CNC  
P: (800) 257-6670  
[jimmy@jimmylarose.com](mailto:jimmy@jimmylarose.com)

# NATIONAL DEVELOPMENT INSTITUTE

## CONFERENCE FACULTY

**John Curtis, Ph.D.**

**Phone: (828)246-0459**

**Certified Nonprofit Consultant's Institute**

**Email: [john@development.net](mailto:john@development.net)**



Dr. Curtis is a Certified Nonprofit Consultant and trainer. His experience spans nearly 40 years and involves providing a wide array of consulting services to nonprofits organizations nationwide. He began working in the charitable sector in 1973 and has developed a proven track record in bringing sound organizational principles and leadership practices to hundreds of nonprofit executives and their boards. For 24 years, John's firm has ensured that organizations properly identify, engage, cultivate, and invite

individuals of means to stand with their respective organizations. DSI has worked with over 400 nonprofit organizations around the world ensuring that their leadership accomplishes the mission and vision entrusted to their care. When a nonprofit organization sets new and challenging goals, careful planning and implementation of strategy are required. Ultimately, DSI's Major Gifts Ramp-Up Program will result in real dollars raised through effective gift solicitations. MGRU assists new and existing donors to accomplish their personal goals by investing financially in your cause. In addition, John has taught for the Rollins College Philanthropy & Nonprofit Leadership Center in Winter Park, FL and the Duke Nonprofit Management Program throughout N. Carolina.

**Hall Powell, MBA, CFRE, CNC**

**Phone: (910)458-8433**

**Development Systems International**

**Email: [hall@development.net](mailto:hall@development.net)**



Hall has more than 28 years of fundraising experience, including 13 years as a fundraising consultant. He has provided campaign and development counsel to a wide variety of institutions throughout the Southeast, with special emphasis in the healthcare field. Prior to joining DSI, Hall was a partner with the fundraising consulting firm Alexander Hass of Atlanta, Georgia. Previously, Hall served as the Executive Vice President of the Memorial Health Foundation, Inc. in Savannah, Georgia, and the founding Executive Director of the

New Hanover Regional Medical Center Foundation, Inc., in Wilmington, North Carolina. He spent more than four years as the founding Director of the Amethyst Foundation in Charlotte where he played a significant role in the development of a nonprofit management seminar for Winthrop University. He also served as Director of Graduate Administration at Winthrop and was responsible for directing the Executive MBA Program as an Associate Professor in the Management Department. A seasoned lecturer in the nonprofit sector, Hall has also been an instructor with the Duke University Nonprofit Management Seminar. Hall is a Certified Fund Raising Executive and has served on the national board of the Association of Fundraising Professionals (AFP). He has also been instrumental in forming two AFP chapters. He holds an undergraduate degree from Guilford College and an Executive MBA from Winthrop University.



**Kathleen Robinson, Ph.D.**  
**Phone: (864)656-6284**

**Clemson University**  
**Email: [wilson5@clemson.edu](mailto:wilson5@clemson.edu)**



Kathleen is a nonprofit and business development consultant. Dr. Robinson is a recognized leader in rural community development focused on civil society development in various national and cultural contexts. She has traveled and worked in 151 countries, and recently retired from Clemson University. She was the Professor and Director of the Center of Neighborhood Development and Founder and Director of the S.C. Center on Nonprofit Leadership. She has served in several university leadership positions during the past 4 decades. She has consulted with organizations, governments, international agencies on

matters related to nonprofit organizational development. She has raised over \$100 million for nonprofit capacity building projects while holding academic appointments at the University of South Carolina, the University of Hawaii, Michigan State University and Texas Women's University. She has significant experience in building college departments, colleges, and universities in various parts of the world, as well as other types of nonprofit organizations. Dr. Robinson has testified several times before the U.S. Congress, several states' legislative bodies, and the United Nations. She has served as a consultant to numerous state social service, health, juvenile justice, Governor's office, environmental, and municipal agencies, as well as 28 international organizations. She has received numerous awards and recognitions from her work, including several fellowships, an Award of Distinction from the National Association of State Universities and Land Grant Colleges, the University of Hawaii Regents' Medal for Excellence in Teaching and Research in 1990, awards of distinction from the U.S. Peace Corps and USDA, a research productivity award from the University of South Carolina, and three Clemson University faculty excellence awards. She has received letters of commendation from the Governors of three states for her work in enhancing nonprofits capacity to effectively deliver social services.

**Bishop Redfern II**  
**Phone: (803)730-2758**

**CityLight**  
**[redfern2@citylight.org](mailto:redfern2@citylight.org)**



Redfern II has served as the Chief Executive Officer in a diverse array of companies worldwide. He is known for his innovative leadership and management skills. He has a demonstrated track record of providing companies with the leadership, organizational and operational tools for sustained profitable growth. Redfern is the founder, president and publisher of Juju Publishing Company. The company published a national magazine and community newspapers in 7 metro areas of South Carolina. He served as president of a ground maintenance company which he grew from 5 employees to 600 with service contracts on

military installations in 8 states. He has successfully managed political campaigns from the local magistrate office to statewide and congressional offices. He has served in operational capacities in several Presidential campaigns. He was a Reagan presidential appointee to the transitional team assigned to the U.S. Department of Transportation. He is a former Board member of the United Way with a 30 year service history. Redfern has held several executive volunteer United Way campaign positions. He has further served the nonprofit sector as president of two community based organizations. In each case he substantially increased funding, service delivery and organizational efficiency. Redfern is a denominational leader of the Ecumenical Church. He has served as the International director of CityLight and Cross Style International ministries. As the director of CityLight he organized a chain of worldwide prayer cells covering the 8 regions of the world. In his position at Cross Style he developed the strategic plan for 125 Bible training centers in 22 countries. Redfern is known worldwide as "The Catalyst." He makes things happen!

**Marcus H. Stern, MA, CNC**  
**Phone: (863)370-9001**

**President – PAX Global**  
**Email: [marcus@paxglobal.com](mailto:marcus@paxglobal.com)**



Marcus is a cross-generational leadership catalyst with a passion to train and equip the next generation of non-profit leaders. He has 15 years experience in the for-profit and non-profit sectors and, as a result, has a unique understanding of how to integrate various income models from both sectors into new sources of revenue. He works with non-profits to establish organizational infrastructure and a clearly articulated strategic plan to increase philanthropic goals. Prior to joining DSI, he launched a successful private consulting firm providing organizational development with a focus in strategic planning and leadership coaching to executives. Marcus served as the Regional Director of North America for the Jerusalem Institute of Justice organizing major donor events and was responsible for securing 5 and 6 figure contributions. He spent 5 years in the academic sector as Director of Student Life with Southeastern University in Lakeland, FL. While at SEU, he served on the University Transition Taskforce, taught leadership development to 120 university students, and was essential in creating the leadership culture on campus. He has worked cultivating international projects to secure special funding for Seeds of Hope International Partnerships in Zambia and World Likud in Israel. Marcus holds a Master's degree in Organizational Development from Regent University with a minor in Sociology and is a Certified Nonprofit Consultant. He makes his home in Lakeland, FL with his wife Vanessa and their three children.

**Aimee Vance, CNC**  
**Phone: (615) 957-6113**

**Senior Counselor – PAX Global**  
**Email: [aimee@aimeevance.com](mailto:aimee@aimeevance.com)**



Aimee Vance, a Certified Non-Profit Consultant, began her non-profit career in 1989 in the local church. She helped developed strategies to increase giving and engage a larger portion of congregations in service to the community. In 1997, Aimee joined Esther Ministries. During her tenure there, she served as the Director of Client and Donor Relations and eventually Executive Director. Her duties included overseeing the direct mail campaign, major gifts development, major event planning, volunteer recruitment, staff and volunteer training, and board development. Aimee also served Prison Fellowship as the State Director for Tennessee where she worked with government agencies, non-profits and volunteers serving the prison and ex-offender population and their families. Aimee oversaw volunteer recruitment, training and retention of over 150 volunteers, development and oversight of the state and local boards, special event planning and fund raising, and program management. Aimee has served to help develop new non-profits, guiding them through the start-up process, including strategic planning, business plans, and fund raising strategies. Most recently, Aimee was honored with the National Coalition of Women in Ministry Esther Award for her service to the nonprofit community. Over the years, she has worked with a variety of organizations across the country and strongly believes in the MGRU model to propel organizations to heights they never imagined. She and her husband Larry make their home in Hendersonville, TN. They have 5 children, 2 grandchildren, a dog and a grand snake.

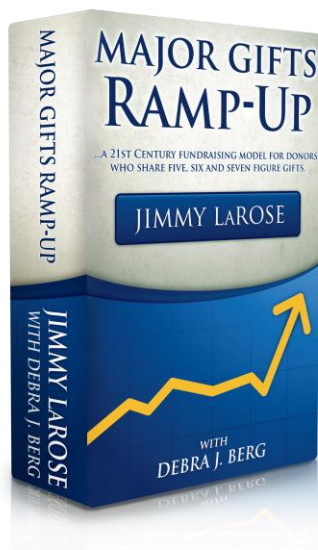
**James P. LaRose, CFRE, CNC**  
**Phone: (803)808-5084**

**Founder – James P. LaRose Companies**  
**Email: [jimmy@jimmylarose.com](mailto:jimmy@jimmylarose.com)**



James P. LaRose, CFRE, CNC known around the world as "Jimmy LaRose the Fundraiser's Fundraiser," continues to transform nonprofit executives tasked with the raising of money in a tumultuous 21st Century economy. His passion for the nonprofit sector is without bounds and his love for the leaders who serve is unparalleled. His heroes are those men and women of the charitable world who lay down their lives daily for the hurting and the hopeless. He's spent the last twenty years

supporting executives, volunteers, staff and board members across six continents who spend themselves in service to others. Jimmy is fond of sharing with professionals that, "Money chases after ideas, and there will always be generous people who will amply support a great dream backed by a sound plan." Jimmy is the founder of the National Development Institute, Development Systems International and ProPlatforms.com. He is the author of the internationally recognized fundraising series MAJOR GIFTS RAMP-UP and is the designer of the MAJOR GIFTS RAMP-UP CLOUD, a complete back-office for nonprofit executives. Jimmy led the design team that established Certified Nonprofit Consultant (CNC), a credentialing process that supports nonprofit executives committed to sharing their management experience with their peers. He is the co-founder of the CauseCause.com platform, an online social media community network that supports citizens of the world committed to advancing the common good. He is the co-founder of DonorScope.com, a web-based research portal that identifies philanthropists, altruists, and leaders and their capacity to give to causes for which they personally care. Jimmy has been credentialed by the National Development Institute as a Certified Nonprofit Consultant (CNC) and holds the Certified Fund Raising Executive (CFRE) certification. He is the founding President of



the Western Maryland Chapter of the Association of Fundraising Professionals (AFP) and is a graduate of AFP's Faculty Training Academy (FTA) and has been named by the AFP as a "Subject Matter Expert" on the raising of money. Jimmy has also served as a specialist with the U.S. State Department's Speakers Bureau and has traveled the world working with embassies, foreign governments, and leaders to promote philanthropy and civil society in developing countries. He is a graduate of Indiana University's Executive Leadership Program, Indianapolis, IN, the National Planned Giving Institute, Memphis, TN, Tennessee Temple University, Chattanooga, TN and the Word of Life Bible Institute, Schroon Lake, NY. Rev. LaRose was ordained as minister of the gospel by the Ecumenical Church of Christ in 2010 to further support his service to the hurting and the hopeless around the world. Jimmy and his wife Dianne make their home in Columbia, SC and are blessed with three children and three grandchildren.



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[DonorScope.com](http://DonorScope.com)

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Raising Major Gifts For Nonprofits...



[Development.net](http://Development.net)

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Raising Major Gifts for Christian Ministries & the Local Church



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Television for Nonprofits & Ministries



[WhoCaresTV.com](http://WhoCaresTV.com)



[FundraisingFarmer.com](http://FundraisingFarmer.com)

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[JimmyLaRose.com](http://JimmyLaRose.com)



# NationalDevelopmentInstitute

*...advancing foundations, nonprofits & ministries committed to education, healthcare, human welfare, the arts & environment.*

Please feel free to call 800.257.6670 to speak to an NDI representative

Birmingham, AL - July 24-25, 2012  
**MAJOR GIFTS RAMP-UP CONFERENCE**  
Alabama School of Fine Arts

Lakeland, FL - August 7-8, 2012  
**MAJOR GIFTS RAMP-UP CONFERENCES**  
Southeastern University

Griffin, GA (Atlanta Area) - October 2-3, 2012  
**FAITH & FUNDRAISING CONFERENCE**  
Griffin First Assembly

Concord, NC - (Charlotte Area) - October 8-9, 2012  
**MAJOR GIFTS FOR HOSPITALS & HEALTHCARE**  
College of Health Sciences

Columbia, SC - November 13-14, 2012  
**NONPROFIT CONSULTANT's CONFERENCE**  
Columbia International University

Knoxville, TN - February 19-20, 2013  
**MAJOR GIFTS RAMP-UP CONFERENCE**  
Venue TBA

[www.NonprofitConferences.org](http://www.NonprofitConferences.org)