

## 2020/2021 Meeting Schedule



### **September 22, 2020 – “COVID Recovery Strategies from the Greater Des Moines Partnership”**

Speaker: Jay Byers – Greater Des Moines Partnership

[Click here to learn more about Jay.](#)

### **October 20, 2020 – MIPGC Annual Fall Conference**

[CLICK HERE for Conference recap!](#)



### **November 24, 2020 – “Data, Analytics and Digital – Confident Decisions Based on Data”**

Speaker: Keith Snow – B2E

Do you feel like you are guessing when running your marketing or fundraising campaigns? To be successful, you must plan smarter using data driven solutions, feel confident that you are making the best decisions and get more out of your marketing budget. [Click here to](#)

[learn more about B2E.](#)

### **December 2020 – No Meeting**



### **RESCHEDULED: February 2, 2021 – “Your Gift Planning GPS – An Inside Look into the First-Ever National Standards for Gift Planning Success”**

Speaker: Nathan Stelter – Stelter

Have you ever wondered what the difference is between a good gift planning program and a great one? Have you ever been asked by your board or boss ‘why’ they should be investing in your planned giving program? Perhaps you’ve inherited a fledgling program and want to jumpstart it? You’re in the right place! In the fall of 2020, CGP released

the first ever National Standards for Gift Planning Success (NSGPS). These standards have been created as a living, breathing resource created from years of experience, proven best practices and current research that is focused on providing any and all fundraising shops with tools to ensure gift planning success.

In this presentation you will learn:

- How the standards will provide large and small organizations a road map for program success and a realistic way to generate information that helps managers understand the importance of gift planners' work.
- How the standards incorporate the challenging process of measuring the performance of gift planners and planned giving programs
- How to navigate the NSGPS website and utilize the tools and resources provided



**February 23, 2021 – “Storytelling for Raising More Money”**

Speaker: Lori L. Jacobwith – Fundraising Culture, Change Expert & Master Storyteller

You only make a first impression only once. And, in our fast-paced technology focused world, we have less than ten seconds to make a lasting first impression. That means the way you introduce your organization must cut through the daily clutter of noise. Word choices are THE most critical communication tool to master for success. When you share a powerful, well-crafted story you capture hearts and minds

and inspire financial support. In this high-energy session you will learn three powerful and fun storytelling tools. Tools to help you stand out in our fast-moving world.

Plan to:

- Learn the importance of clear, bold, communication.
- Learn the true definition of a mission moment and identify & share at least one.
- Receive a template used by thousands to craft a powerful two-minute story.
- Learn to distill an impact story down to six words.



**March 23, 2021 – “America is a Given Place: A Brief History of Charitable Gift Planning”**

Speaker: Ron Brown – America is a Given Place

Where can you turn for knowledge of events that shape gift planning today? In this convenient new webinar you will learn the deepest original foundations of gift planning in the U.S. by seeing major events, appreciating important innovations, and re-enacting landmark national debates and resulting legislation. What benefits can you expect from investing an hour of your time in watching **America is a Given Place?** [Click here for full session description and to review Ron's bio.](#)



**April 27, 2021 – VIRTUAL – “What is Our Money Story? And How Do We Tell It?”**

Speaker: Lori L. Jacobwith – Fundraising Culture, Change Expert & Master Storyteller

Do you, your staff and board members feel uncomfortable talking about money? It’s much easier to talk about your amazing work. But that’s just one component of successful fundraising communication. Letting your supporters know the costs of keeping water clean, mentoring children, changing laws, or helping veterans is equally important.

Sharing costs alone can be dry and uninspiring but when your money story is combined with a story about one person – people listen. And often, they give more and stay giving longer. You’ll learn how to reduce “talking about money” discomfort and how to powerfully include your money story in any and all fundraising communication.

You’ll Learn:

- Why we shy away from talking about money and what to do about it
- What is a money story
- How to calculate your money story
- How to articulate your money story
- How to powerfully combine your money story with a mission moment



**May 25, 2021 – VIRTUAL “Other-Centered Planning” – a novel approach to working with clients effectively, with contextualization to today’s unique planning environment”**

Speaker: Mark Shiller – Certus Legal Group, Ltd.

In this presentation Mark addresses and describes a systematic way to approach planning for individuals and families of wealth. By identifying primary (vs. secondary) goals and navigating dysfunctions and contrary incentives within the planning process – both within the client’s personal circumstances or within their advisory team – we can establish a sensible, actionable way to move people forward. This is particularly important in 2021 as we prepare for what seems an inevitability – the first true drop in the transfer tax exemption in all of our careers. With a discussion of the implications of the shifting tax landscape and likely strategies of interest, we will also consider how an other-centered approach might lead to a more sane, positive rest of the year for clients and advisors. [Click here to learn more about Mark.](#)