

# Development Dialogues

## Organizing Your Next Campaign: An Agenda for Campaign Preparation

an online webinar with

### **Lynn Susman**

Executive Vice President, Campaign and Major Gifts  
Children's Hospital Trust, Boston

and

### **Bruce Flessner**

Founding Partner and Principal  
Bentz Whaley Flessner, Arlington, VA

**When:** Thursday, January 20<sup>th</sup>

**Where:** Online, attend from your office

**Time:** 1:00 pm ET/ 12:00 pm CT/ 10:00 am PT

**Length:** Approximately 1.5 hours

**Cost:** \$199 per connection

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### **Webinar Description:**

The work *before* launching a campaign is the most important step for campaign success. Long before the first gifts ask is made; medical centers and health care institutions need to be prepared for multi-year campaigns. While most campaign trainings focus on quiet phases, kick offs and public phases of the campaign, this webinar session will address the many action steps needed to prepare your institution for the campaign. This session will examine the seven drivers for campaign preparation and success.

### **You will Learn About:**

- Preparing and defining the philanthropic agenda
- Involving physicians and internal stakeholders in campaign preparation

- Campaign budgeting and finding resources for success
- Campaign staffing and creating a team for the campaign
- Feasibility studies and goal setting
- Pre-selling the institution's philanthropic priorities and developing a preliminary case statement
- Identifying key donors and prospects

### **Who Would Benefit from Attending this Session:**

- Anyone planning a campaign within the next 24 months
- Hospital administrative leaders and directors
- Chief Development Officer
- Campaign Directors
- Campaign Leadership
- Major gift officers, gift planning officers, corporate/foundation officers

### **About the Speakers:**

**Lynn Susman** is Executive Vice President of Campaign and Major Gifts at Children's Hospital Trust, the philanthropic resource for Children's Hospital Boston. She has nearly 30 years of experience in all areas of fundraising, and has held a variety of positions at Children's. As Executive Vice President she oversees major and principal gifts, foundations, planned giving, annual giving, and research, and has led her team to double revenue over the past seven years.



Prior to joining Children's Lynn worked in fundraising for the arts, most notably as Director of Development at New England Conservatory. She was also a Fellow at the National Endowment for the Arts. Lynn has completed three major capital campaigns and is currently leading the quiet phase of Children's next big campaign.

She serves on the Governance Committee of The Boston Club, and is a long-standing member of AFP, AHP, and CASE. Lynn has given many seminars in the Boston area focusing on Major Gifts, Campaigns, Board Development, and Staff Development and Training.

**Bruce Flessner** is Founding Partner and Principal at Bentz Whaley Flessner, an international consulting firm serving colleges, universities, academic medical centers and hospitals. Over his 25 year consulting career, he has served scores of clients with campaigns from \$25 million to \$2 billion.



Prior to founding the firm, he served as Vice President of the University of Minnesota Foundation. Previous to that he was the Annual Fund Director at Kalamazoo College, Michigan.

Flessner is a nationally recognized expert in new wealth. He served on the founding board of New Ventures in Philanthropy, a special initiative by the Council on Foundations to create new family foundations. He has been quoted in the New York Times, LA Times, Wall Street Journal, Boston Globe, Washington Post, Star Tribune, Detroit Free Press and many other newspapers. Flessner is a frequent speaker at conference for CASE, AHP, AFP and others. He has written extensively on campaigns and campaign trends.

### **What You Will Need to Participate:**

The event is live and interactive with opportunities to ask the presenter(s) your questions. The audio is delivered directly to you over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your location. For large groups, use a speaker phone to deliver the audio and a projection system to deliver the web component.

### **Registration Information:**

Registration fee is \$199 per connection. Attendees may [Register Online Now](#). Credit cards are the preferred form of payment: Visa, MasterCard, American Express, and Discover are accepted. Invoicing may be arranged by contacting [info@developmentdialogues.com](mailto:info@developmentdialogues.com). Payment must be received before the date of the webinar to confirm the registration.

### **Refund Information:**

Refunds will not be issued. If you think you may have difficulty attending, please [Order a Recording](#).