

# Development Dialogues

## Campaign Lessons: Crafting the Perfect Campaign Recipe

An online webinar with

**Joseph Calger**

**When:** Wednesday, May 26<sup>th</sup>

**Where:** Online

**Time:** 12:30 pm ET/ 11:30 am CT

**Length:** Approximately 1 hour

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### **Webinar Description:**

While campaigns have been a dependable dish for many years, we're still looking for the ideal blend of ingredients and timing to create the perfect dish to satisfy both our institutions and our donors. This webinar will examine ways to adjust the basic recipe to create an award-winning and successful campaign for your institution.

### **About the Speaker:**

**Joseph Calger** most recently served as Senior Director of Development Administration at Cleveland Clinic and Campaign Manager for *Today's Innovations -> Tomorrow's Healthcare*, a comprehensive campaign to raise \$1.25 billion.

Joseph Calger brings more than twenty years of varied experience in advancement, including annual and major gift fundraising, management of small and large fundraising campaigns, prospect research, information systems, gift and bio records, communications, donor relations, and events. He has also served in various capacities at Case Western Reserve University, UC Davis, and his alma mater, UC San Diego.

**At the conclusion of this session, you will know how to:**

- Re-energize campaign volunteers
- Re-invigorate fundraising team
- Engage new prospects and existing donors
- Adjust your campaign's mix of volunteers, institutional leadership, and development professionals
- Develop options to refresh a campaign that's grown a bit stale
- Decide when it's time to change courses

**Who should attend:**

- Campaign managers/directors and major gift officers
- Chief development officers
- Events, donor relations, communications and other services professionals

**What you will need to participate:**

The event is live and interactive. 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 speakerphone to deliver the audio and a projection system to deliver the web component.

**Payment information:**

Registration fee is \$199 per connection. Credit cards are the accepted form of payment: Visa, MasterCard, American Express, and Discover. [Registration.](#)

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