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Campaigns as a Tool to Level Up and Change Organizational Culture: A Case Study

Topic: Major Gifts/Campaigns (MG)

Campaigns are not only opportunities to focus your community around common goals and raise extraordinary support for key organizational priorities; they can also inspire leadership, elevate giving levels of current donors, and attract new donors. This session will discuss best practices and innovations to help your organization use a campaign to engage and revitalize leaders, find new major donors, and motivate and empower staff, using Trinity Church's recent campaign as a case study.