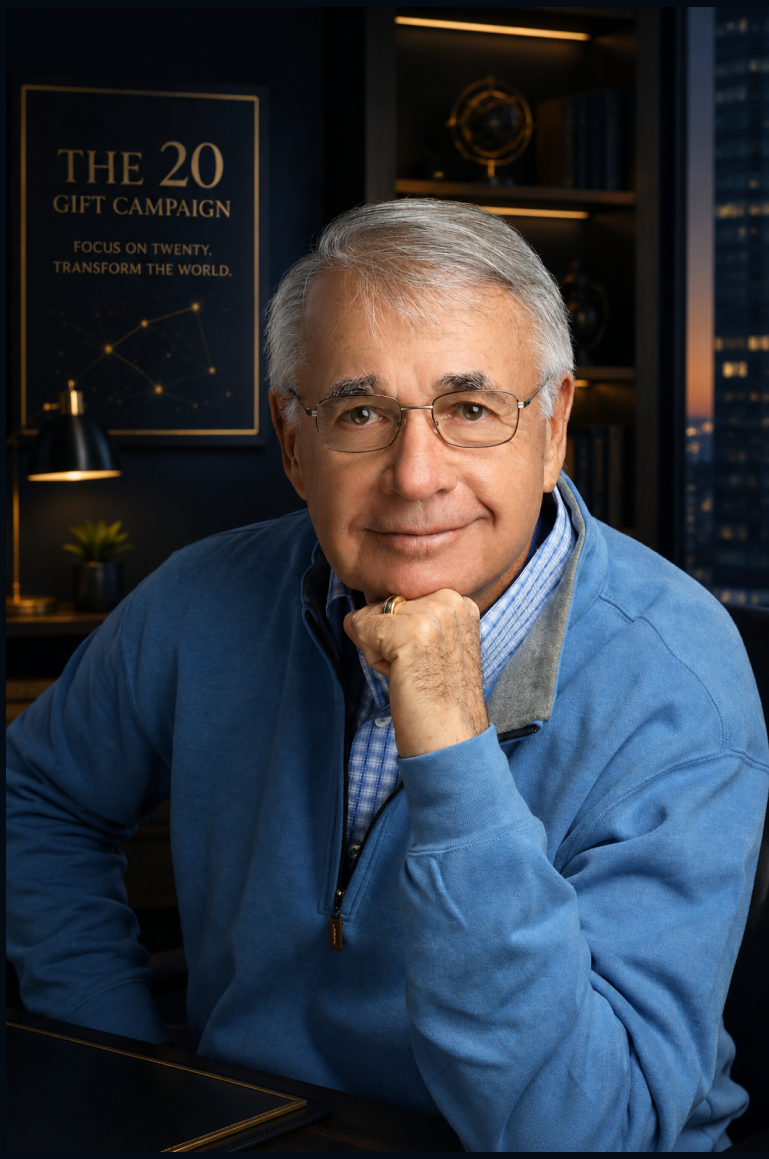
PRESS / PODCAST / SPEAKING

JOHN C. SHIMER

CFRE | FUNDRAISING STRATEGIST

More than five decades of experience in fundraising and a human motivation driven approach to major gift donor relationships.



What changes when nonprofit leaders ask for a donor's wisdom before asking for money?

AUTHOR OF THE 20 GIFT CAMPAIGN

20giftcampaign.com

BIOGRAPHY & PROFESSIONAL PERSPECTIVE

Fundraising experience dating to 1968

John C. Shimer, CFRE, began his professional fundraising career in 1968 with United Way in South Bend, Indiana. Over more than five decades, he has developed an approach to major-gift relationships grounded in human motivation, donor involvement, and nonprofit leadership.

A defining career experience was his role in establishing a $100 million campaign for the Fred Hutchinson Cancer Research Center. The work carried personal significance: he sought to honor his father, who had died of cancer.

Today, as co-author of The 20 Gift Campaign: The CEO's Guide to Transformational Gifts, John encourages chief executives and boards to invite potential donors into meaningful problem-solving before discussing financial commitments.

JOHN'S CENTRAL MESSAGE

The importance of human motivational principles in developing major-gift donor relationships.

PROFESSIONAL DISTINCTIONS

Certified Fund Raising Executive (CFRE) | Fellow of the Association for

Healthcare Philanthropy (FHAP) | Harold J. (Si) Seymour Award recipient

INTERVIEW TOPICS

Conversations worth having

Proposed angles for nonprofit leaders, philanthropic advisers, fundraising professionals, and podcast audiences.

01 Ask for Wisdom Before Money

Why human motivation matters before any solicitation.

02 The Answer Is Not a Better Ask

Why the quality of the philanthropic opportunity matters more than the pitch.

03 The CEO Must Lead

Why transformational fundraising involves executive and board leadership.

04 Can 20 Gifts Change an Organization?

What concentrated major-gift strategies require, and where they may not fit.

05 Beyond Transactional Fundraising

How donors become participants in consequential solutions.

06 The Human Side of Major Gifts

What inspires meaningful commitments beyond financial incentives.

07 The Changing Fundraising Landscape

How nonprofits can respond to shifts in donors and giving patterns.

08 The Fred Hutch Campaign

The professional and personal meaning of establishing a $100 million campaign.

HOST QUESTION BANK

Questions for a substantive interview

Hosts may select or adapt questions to suit their audience and format.

THE HUMAN MOTIVATION MODEL

- What first convinced you that donor motivation mattered more than solicitation technique?
- What does it mean, in practice, to ask for wisdom before money?
- How do you recognize when a prospective donor wants to help shape a solution?

LEADERSHIP AND CAMPAIGN STRATEGY

- Why should the CEO personally lead major-gift relationship building?
- Why is a campaign focused on 12 to 20 gifts worth considering?
- Which organizations are not yet ready for a concentrated major-gift campaign?

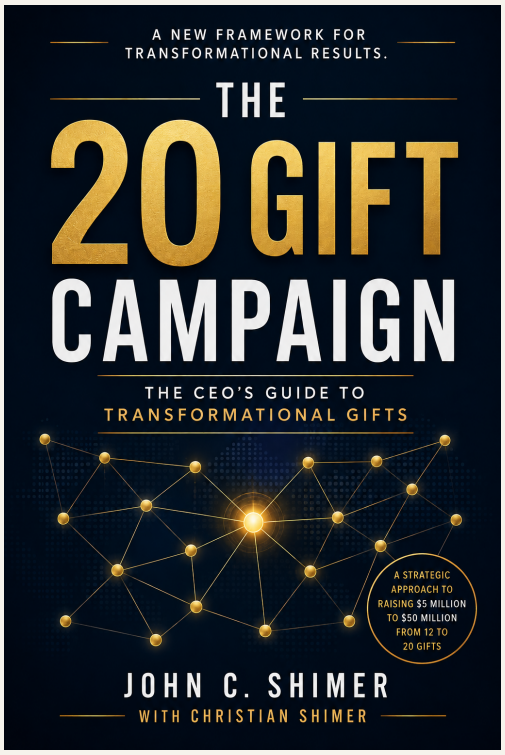
EXPERIENCE AND LEGACY

- How did your career begin with United Way in South Bend in 1968?
- What did establishing the $100 million Fred Hutch campaign mean to you personally?
- What has changed most in the profession over more than five decades in fundraising?

LOOKING FORWARD

- What do nonprofit leaders consistently get wrong about transformational giving?
- What are the limits of relying on a small number of large donors?
- What should a CEO do first after hearing this conversation?

BOOK & BOOKING INFORMATION



THE 20 GIFT CAMPAIGN

The CEO's Guide to Transformational Gifts

By John C. Shimer with Christian Shimer

A leadership-oriented framework for building transformational donor relationships around mission, human motivation, and solutions to significant problems.

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MEDIA & INTERVIEW BOOKINGS

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