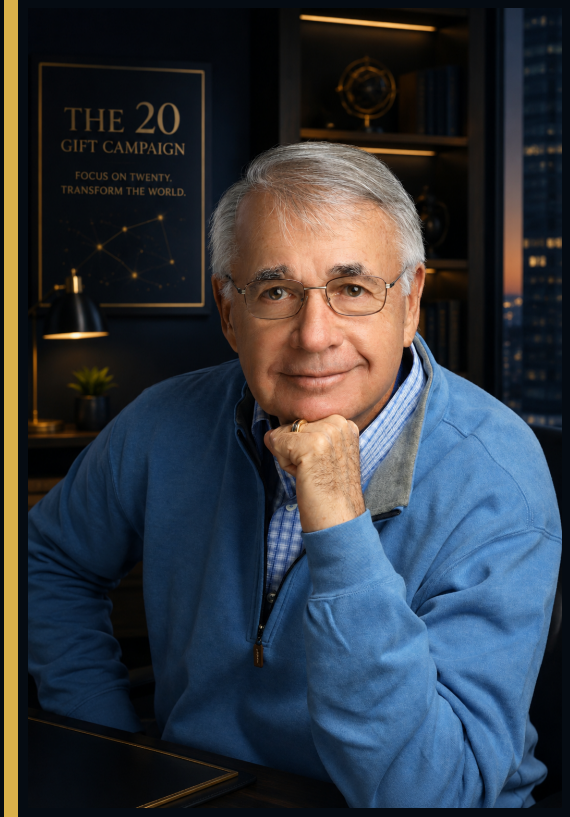
PODCAST GUEST / MEDIA INTERVIEWS

JOHN C. SHIMER

CFRE | FUNDRAISING STRATEGIST

What if nonprofits are asking wealthy donors for the wrong thing?

An experienced fundraising strategist challenging how nonprofit leaders develop major-gift donor relationships.



WHY BOOK JOHN?

John began his fundraising career in 1968 at United Way in South Bend, Indiana. With more than five decades of experience, he advocates a human motivation driven approach to major gift donor relationships. His work includes establishing the $100 million campaign for Fred Hutchinson Cancer Research Center, a cause with personal meaning after the loss of his father to cancer.

POTENTIAL EPISODE ANGLES

01 ASK FOR WISDOM BEFORE MONEY
Why meaningful donor involvement starts before the solicitation.

02 THE ANSWER IS NOT A BETTER ASK
Why better philanthropic opportunities matter more than better pitches.

03 THE CEO MUST LEAD
Why the chief executive and board are central to transformational giving.

04 CAN 20 GIFTS CHANGE AN ORGANIZATION?
When a focused major-gift strategy makes sense, and when it does not.



AUTHOR OF THE 20 GIFT CAMPAIGN

The CEO's Guide to Transformational Gifts

Official release: January 24, 2027

BOOK JOHN FOR AN INTERVIEW

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