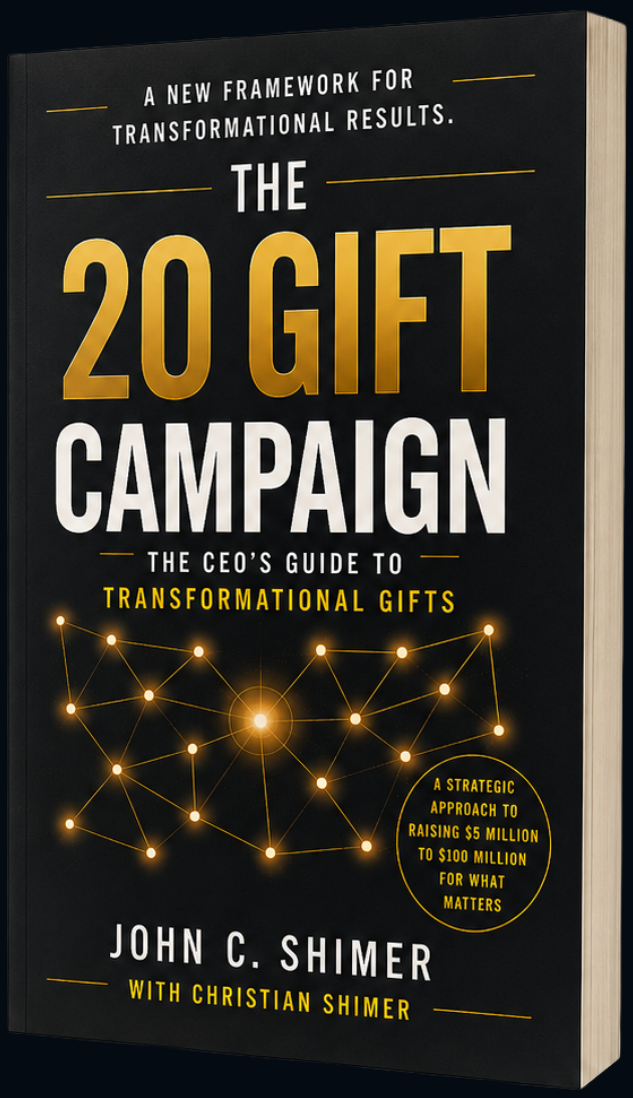
MEDIA RESOURCE / BOOK FACT SHEET

THE 20 GIFT CAMPAIGN

The CEO’s Guide to Transformational Gifts

ABOUT THE BOOK

What if transformational gifts begin not with an ask for money, but with an invitation to help solve a problem? In The 20 Gift Campaign, veteran fundraising strategist John C. Shimer presents a CEO-led approach to major-gift fundraising grounded in human motivational principles. The framework encourages nonprofit leaders to engage prospective donors in shaping meaningful solutions before seeking financial commitments. Designed for chief executives, board leaders, and development professionals, the book explores how a focused group of transformational donors can advance ambitious nonprofit missions.



CORE IDEAS

- Ask for wisdom before money
- Build donor relationships around human motivation
- Engage CEOs and boards in campaign leadership
- Focus major-gift strategy on transformational commitments

BOOK DETAILS

AUTHOR	John C. Shimer, CFRE, with Christian Shimer
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BOOK INFORMATION & MEDIA INQUIRIES

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