



Syllabus



Certificate for Faith-Driven Advancement

Taylor University, Fall 2025

OVERVIEW

The Certificate in Faith-Driven Advancement recognizes and substantiates a commitment for those who aspire to play a larger role in facilitating and stewarding the Lord's generosity for their institutions in the years ahead.

Designed for institutional leaders as well as advancement professionals and non-profit board leaders, Taylor University's Certificate in Faith-Driven Advancement helps anyone interested in Christ-honoring development that can secure significant resources for transformational impact. The synchronous online sessions and in-person summit endeavor to help institutional leaders develop strategies and build the kind of program that produces remarkable generosity at all levels of the organization.

PROGRAM SCOPE AND OBJECTIVES:

As part of the certificate program, participants will explore the following topics:

- Developing a theology of advancement
- Articulating a God-sized vision and a plan for achieving it
- Executing a campaign strategy for institutional thriving
- Engaging volunteer leaders for fundraising success
- Learning from the mindsets of givers and ways to handle objections
- Embracing spiritual practices for the work of advancement
- Setting expectations for gift officers and evaluating the development function
- Engaging the institution's stakeholders through events and input
- Developing communications and marketing that advance institutional calling
- Building a toolkit for transformational generosity
- Engaging in difficult conversations around fundraising
- Representing and responding to stakeholders for Christ-honoring results
- Developing a portfolio of initiatives for advancement success



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PROGRAM REQUIREMENTS

The following Certificate in Faith-Driven Advancement expectations must be met to meet the standards for satisfying the requirements of this program:

- Certificate-earning participants must attend at least two of the three virtual Zoom sessions, leave their cameras on for the duration of each session, and demonstrate full engagement throughout the program.
- Participants must attend the in-person NEXT Summit, engage in the program's collaborative meetings, demonstrate an understanding of course materials, and actively communicate throughout the duration of the program.

ADDITIONAL RESOURCES

All program materials, reading resources, and Zoom links are available on the homepage in RISE. Please find a bibliography of all required readings below:

Dillon, R. M. (2012). Chapters 5: How money flows; and 12: The capital campaign. In *Giving and getting in the kingdom: A field guide* (pp. 69–76, 155–173). Moody Publishers.

Panas, J. (2013). Chapter 23: Asking as ministry. In *Asking: A 59-minute guide to everything board members, volunteers, and staff must know to secure the gift* (pp. 78–83). Emerson & Church.

Skoog, R., Greer, P., & Doolittle, C. (2024). Introduction: Leaders have a prayer problem; and Chapter 1: Leaders “waste time” with God. In *Lead with prayer: The spiritual habits of world-changing leaders* (pp. xv-20). FaithWords.

Taylor University. (2018). *A Theology of Advancement*. Taylor University Advancement.

Taylor University. (2024). *President's annual report*. Taylor University President's Office.

Taylor University. (2025). *Your legacy. Their future*. Taylor University Advancement.

Taylor University. (2025). *Life to the Full Campaign Case*. Taylor University Advancement.

Thomas, D. (2016). *To sow for a great awakening*. Seedbed Publishing.



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Session 1: Laying the Groundwork - Spiritual Practices and Fundraising Principles

Thursday, August 21, 2025, 3-5pm EDT

Location: Zoom Session

Overview: This session introduces the spiritual foundations and strategic principles of faith-driven fundraising, featuring insights on prayerful advancement, donor engagement, and campaign readiness in today's philanthropic landscape.

Schedule:

- 3:00-3:10pm Welcome and Opening Prayer
- 3:10-3:20pm Reflections on the Last Four Years at Taylor
- 3:20-3:50pm Spirituality of Fundraising
- 3:50-4:05pm Breakout Discussions
- 4:05-4:20pm A Donor's Perspective on What Works
- 4:20-4:30pm The Current Charitable Giving Landscape
- 4:30-4:55pm Charitable Giving and the Campaign
- 4:55-5:00pm Concluding Thoughts and Next Steps

Readings:

- Taylor University. (2018). *A Theology of Advancement*. Taylor University Advancement
- Thomas, D. (2016). *To sow for a great awakening*. Seedbed Publishing.
- Dillon, R. M. (2012). Chapter 12: The capital campaign. In *Giving and getting in the kingdom: A field guide* (pp. 155–173). Moody Publishers.

Session Hosts:

- Michael Lindsay, President
- Mike Falder, Vice President for Advancement

University Leaders and Guest Faculty:

- Jami Beukelman, Campaign Council
- Mark Dillon, Senior Vice President and Founder, Generis
- Noah Huseman, Coordinator of Digital Engagement and Annual Giving
- Kristie Jacobson, Executive Director of Development
- Chris Jones, Vice President, CIO, and Chief of Staff
- David Ritchie, Executive Director of Campaigns
- Noah Ross, Deputy Chief of Staff
- Bob Wright, Taylor Board of Trustees; CEO of Potbelly Sandwich



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Session 2: Knowing and Communicating the Vision

Thursday, September 4, 2025, 3-5pm EDT

Location: Zoom Session

Overview: This session equips participants with practical tools for campaign execution, including donor research, effective storytelling, and making the ask, anchored by real donor insights and strategies for engaging prospects with purpose and precision.

Schedule:

- 3:00-3:10pm Welcome and Opening Prayer
- 3:05-3:20pm A Donor's Perspective on What Works
- 3:20-3:40pm Asking in the Campaign
- 3:40-4:10pm Prospect Research
- 4:10-4:30pm Storytelling in the Campaign
- 4:30-4:45pm Breakout Discussions
- 4:45-4:55pm One Donor's Hinge Moment
- 4:55-5:00pm Concluding Thoughts and Next Steps

Readings:

- Dillon, R. M. (2012). Chapter 5: How money flows. In *Giving and getting in the kingdom: A field guide* (pp. 69–76). Moody Publishers.

Session Hosts:

- Michael Lindsay, President
- Mike Falder, Vice President for Advancement

University Leaders and Guest Faculty:

- Jill Anschutz, Taylor Board of Trustees; Strategic Communications Expert
- Mark Dillon, Senior Vice President and Founder, Generis
- Noah Huseman, Coordinator of Digital Engagement and Annual Giving
- Kristie Jacobson, Executive Director of Development
- Chris Jones, Vice President, CIO, and Chief of Staff
- Angi McCarty, Director of Advancement Communications
- Bradley Richardson, Coordinator of Prospect Research
- David Ritchie, Executive Director of Campaigns
- Noah Ross, Deputy Chief of Staff
- Alice Tsang, Professor of Finance
- Holly Whitby, Vice President for Enrollment & Marketing



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Session 3: NEXT Summit - Creating a Culture of Transformational Investments

Wednesday, September 10, 2025, 8am-5pm EDT

Location: Taylor University

Overview: Explore innovative approaches to Christian philanthropy through sessions on campaign strategy, stakeholder engagement, and building a culture of generosity to advance institutional mission and sustainability.

Schedule:

- 8:00-8:30 am Registration and Welcome
- 8:30-9:45 am Opening Plenary: Cultivating the Gift of Generosity
- 9:45-10:00am Transition Time to Rediger Chapel
- 10:00-11:00am Chapel – Nirup Alphonse, LIFEGATE Church
- 11:00-11:15am Transition Time to Habecker Hall
- 11:15am-12 noon Communications Strategies to Break Through the Noise
- 12:00-12:45pm Lunchtime Conversation featuring Three Major Donors
- 12:45-1:00pm Transition Time
- 1:00-2:00pm Developing a Vision, Engaging Stakeholders
- 2:15-3:00pm Afternoon Discussion: Sharing Best Practices
- 3:00-3:15pm Afternoon Break
- 3:15-4:30pm Closing Plenary: Transformational Generosity Toolkit

Readings:

- Taylor University. (2024). *President's annual report*. Taylor University President's Office.
- Taylor University. (2025). *Your legacy. Their future*. Taylor University Advancement.

Session Hosts:

- Michael Lindsay, President
- Mike Falder, Vice President for Advancement

University Leaders and Guest Faculty:

- Will Hagen, Director, Leadership and Culture Business Partner, Moderna
- Rebecca Lindsay, University Ambassador
- Mark Lora, Senior Director of Strategic Analytics & Insights
- Chuck Surack, Taylor Board of Visitors; Founder/Chairman of Sweetwater Sound
- Daphna Tobey, Taylor Board of Visitors
- Dr. Larry Taylor, President of Association of Christian Schools International
- Holly Whitby, Vice President for Enrollment & Marketing



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Session 4: Institutionalizing Generosity – Building Sustainable Systems

Thursday, September 18, 2025, 3-5pm EDT

Location: Zoom Session

Overview: This session focuses on building sustainable advancement systems by institutionalizing generosity, developing effective gift officer practices, and fostering a culture of philanthropy through strategic engagement, stewardship, and board alignment.

Schedule:

- 3:00-3:10pm Welcome and Opening Prayer
- 3:10-3:35pm Building a Culture of Philanthropy
- 3:35 – 3:45pm A Donor's Perspective on What Works
- 3:45-4:00pm Breakout Discussions
- 4:00-4:45pm Special Topics in Fundraising
- 4:45-5:00pm Final Questions and Discussion

Readings:

- Taylor University. (2025). *Life to the Full Campaign Case*. Taylor University Advancement.

Session Hosts:

- Michael Lindsay, President
- Mike Falder, Vice President for Advancement

University Leaders and Guest Faculty:

- Luke Beukelman, Presidential Fellow
- Mark Dillon, Senior Vice President and Founder, Generis
- Noah Huseman, Coordinator of Digital Engagement and Annual Giving
- Kristie Jacobson, Executive Director of Development
- Chris Jones, Vice President, CIO, and Chief of Staff
- Cade Lambert, Head of School, Des Moines Christian School
- David Ritchie, Executive Director of Campaigns
- Noah Ross, Deputy Chief of Staff
- Kathy Stevens, Taylor Board of Trustees, Campaign Council

CORE FACULTY



DR. R. MARK DILLON,

Executive Vice President of the Christian Higher Education and Nonprofit division at Generis, has over 25 years of leadership in philanthropic development. He has served as Chief Development

Officer at institutions like Wheaton College, Trinity Evangelical Divinity School, and the American Bible Society. Author of *Giving and Getting in the Kingdom: A Field Guide*, a key resource on Christian fundraising, Dr. Dillon has consulted many educational and nonprofit organizations and taught stewardship principles at the university level. His dissertation, funded by the Lilly Endowment, earned recognition for outstanding research in philanthropy.



MIKE FALDER Ed.D., serves as Vice President for University Advancement at Taylor University. Prior to this role, he led the Major and Planned Gifts team, including the Regional Directors of Development and Planned

Giving. He came to Taylor in 2007 after serving 10 years as Executive Director of Central Michigan Youth for Christ. He holds an M.A. in Philanthropic Studies from Indiana University's Lilly Family School of Philanthropy and Ed.D. in Higher Education Leadership from Regent University. His dissertation addressed Advancement's Role in Enhancing Financial Viability of Christian Colleges.



WILL HAGEN currently serves at Moderna as Director, Leadership and Culture Business Partner. Will previously worked for Taylor University as Vice President for Strategy and Chief of Staff, where he helped lead the University's

strategic planning and implementation work, staff the Board of Trustees, facilitate the work of the President's Office and Cabinet, provide strategic leadership for People Operations and Institutional Research, and lead a wide variety of initiatives on behalf of the President. He holds a B.A. in English Language and Literature and an M.S. in Financial Analysis, both from Gordon College, and an Ed.D. from Vanderbilt University's Peabody College.



MICHAEL LINDSAY serves as the President of Taylor University. Since he assumed the presidency, the University has experienced significant momentum in admissions, advancement, athletics,

community collaboration, employee and constituent engagement, and faith expression on campus. Lindsay credits these good results to a talented leadership team and Board of Trustees, and the servant-leadership of faculty and staff across the Taylor campus. Lindsay holds a Ph.D. from Princeton University, graduate theological degrees from Oxford and Princeton Theological Seminary, and is a *summa cum laude* Baylor University graduate. He also enjoys serving on the boards of Mercy Ships and the National Association of Evangelicals.



HOLLY WHITBY serves as Taylor's Vice President for Enrollment and Marketing, where she is committed to expanding Taylor's brand and enrollment footprint nationally and globally. Holly brings extensive experience

in higher education and the private business sector in the areas of sales, marketing, and communications. Over the last decade, she held successively larger areas of responsibility at her *alma mater*, Trevecca Nazarene University (Nashville, TN), including director of admissions, associate provost and dean of enrollment, and vice president of enrollment, marketing, and athletics. Prior to joining higher education, Holly spent nearly two decades in sales and marketing, including a dozen years selling and marketing Microsoft Business Solutions where she won multiple awards. She also started her own consulting firm and has experience as an entrepreneur.

GUEST FACULTY

Over the course of the program, participants will hear directly from several major donors and volunteers in Taylor's *Life to the Full* campaign, which is already the most successful fundraising campaign undertaken by any member of the Council for Christian Colleges and Universities.



JILL ANSCHUTZ lives in Denver, Colorado, and serves on Taylor University's Board of Trustees and the *Life to the Full* Campaign Council. After graduating from Taylor, she worked in public issue communications before starting her own consulting business.

Jill uses her media and advocacy expertise to serve various organizations as a board member, including the Colorado Schools Fund and the Anschutz Foundation.



DAPHNA TOBEY has served on Taylor University's Board of Visitors since 2014. Daphna is President of the Newberry Group of Indianapolis, which owns and manages long-term care facilities in the Indianapolis area. Daphna has supported

hundreds of missionaries and missions organizations through financial gifts and prayer for over 50 years, and she believes in the transformational, whole-person education that Taylor provides through her commitment to its mission of developing servant-leaders who can serve and grow the Kingdom of God.



JAMI BEUKELMAN lives in Greenwood Village, Colorado, and serves on Taylor's *Life to the Full* Campaign Council and the 1846 Giving Circle Council. She majored in Business Systems at Taylor and enjoyed a career in finance before raising her three

children, all of whom now attend Taylor. She spends her time consulting with the family business, managing building projects, and being involved in the women's Bible study at Journey Church.



KATHY STEVENS resides in Dallas, Texas, and is a member of Taylor's Board of Trustees, serving as the Chair of the Advancement Committee and is co-chair of the *Life to the Full* campaign. She is a homemaker, photographer, and philanthropist. Kathy also serves on the national board of Young Life. At Taylor,

she majored in Communication and Theatre Arts. Kathy and her husband David have four children (one of whom is a Taylor graduate) and nine grandchildren.



CHUCK SURACK serves on Taylor's Board of Visitors and is the co-chair of the *Life to the Full* campaign. Chuck founded Sweetwater Sound, the largest musical instrument and pro audio gear retailer in the U.S. Beyond Sweetwater, Chuck leads a diverse group of

companies in aviation, real estate, luxury automotive, restaurants, and more through Surack Enterprises. A passionate philanthropist, Chuck supports hundreds of nonprofits and community initiatives, especially in education, the arts, and healthcare. Chuck and his wife, Lisa, have two sons, a daughter, and two granddaughters.



ALICE TSANG serves as a Professor of Finance at Taylor and is a faculty representative on the *Life to the Full* Campaign Council. Alice is from Hong Kong and holds an MBA from NYU Stern School of Business and a BA in English and Translation from the University of Hong Kong. She is a CFA

charterholder and an active volunteer for the CFA Institute. She has worked in public, corporate, and structured finance for much of her career, including senior analyst roles at Fidelity. She has published numerous research reports on major financing widely distributed among institutional investors, used by MBIA for bond insurance underwriting purposes and by Fidelity for mutual fund investments.



BOB WRIGHT serves on Taylor University's Board of Trustees and has over 30 years of experience in the restaurant industry. Bob has been President and CEO at Potbelly Corporation since July 2020. Prior to Potbelly, Bob served as Executive Vice

President and Chief Operations Officer at The Wendy's Company, where he ran operations for over 6,000 company and franchise restaurants located in the U.S. and Canada, as well as leading the entire International Business division, Restaurant Technology division, and Kitchen Engineering division among other support functions. Bob has a strong record of business transformation throughout his career, as he has leveraged brand strengths to revitalize top-line sales and profit growth through marketing, system-wide service standardization, and quality initiatives.

The Certificate for Faith-Driven Advancement is a noncredit, professional development program that does not require admission to Taylor University or graded work as part of the sequence of training sessions. It is part of Taylor's leadership offerings within the Cornwall School of Business and Leadership.