



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.



TAYLOR
UNIVERSITY



TAYLOR UNIVERSITY IS PLEASED TO ANNOUNCE A NEW CERTIFICATE IN FAITH-DRIVEN ADVANCEMENT

Designed for institutional leaders as well as advancement professionals and non-profit board leaders, Taylor University's new **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. 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 advances the institution's 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

CHRISTIAN EDUCATION LEADERSHIP ADVISORY COUNCIL

Taylor benefits from the wisdom and counsel from the following strategic advisors who serve on the University's Christian Education Leadership Advisory Council. We are also grateful for a strong partnership with Dr. Larry Taylor, President and CEO of ACSI, and several core and guest faculty in this program's offerings.

Julie Ambler, The Woodlands Christian Academy

Steve Bult, Wheaton Academy

Donna Harris, Ed.D., Minnehaha Academy

Scott Harsh, Ed.D., Greater Atlanta Christian School

Matthew Kerlin, Ph.D., Mt. Paran Christian School

Dean Nicholas, Ph.D., Cincinnati Hills Christian Academy

Bryan Ritz, Valor Christian High School

Justin Smith, Ed.D., Little Rock Christian Academy

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 in history 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 Charter School Institute and Seed Company. She also sits on the corporate board of the Broadmoor Sea Island Company.



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 as 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 the Board of Visitors and is the co-chair of the *Life to the Full* campaign. Chuck founded Sweetwater Sound in 1979 as a four-track recording studio; since then, Sweetwater has grown to be the world's #1 online music equipment retailer.

Chuck serves as the vice chairman for Canterbury School and is on the board of the Boys and Girls Club of Greater Northeast Indiana, the Fort Wayne Children's Zoo (past Chair), Love Fort Wayne (past Chair), and the Fort Wayne Philharmonic Orchestra (past Chair). Chuck and his wife Lisa have two sons, a daughter, and two granddaughters.



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. She is actively involved in her local Great Banquet community serving as

its Spiritual Director and trainer. 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.



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, most recently serving as Executive Vice President and Chief Operations Officer of The Wendy's Company, where he ran operations

for over 6,000 company and franchise restaurants located in the U.S. and Canada. Bob has been President and Chief Executive Officer at Potbelly Corporation since July 2020 and 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.

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 he is pursuing his doctorate from Vanderbilt University's Peabody College.



MICHAEL LINDSAY Ph.D.,

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.



Designed for school administrators, advancement professionals, as well as institutional leaders (at the management and board levels), the certificate will feature sessions at the following dates and times (all times are EDT):

SESSION 1:

Thursday, August 21, 2025
3:00 p.m. - 5:00 p.m. (*virtual session*)

SESSION 2:

Thursday, September 4, 2025
3:00 p.m. - 5:00 p.m. (*virtual session*)

SESSION 3:

NEXT Summit: Creating A Culture for Transformational Investments

Wednesday, September 10, 2025
8:00 a.m. - 4:30 p.m. (*on Taylor University's campus in Upland, IN*)

SESSION 4:

Thursday, September 18, 2025
3:00 p.m. - 5:00 p.m. (*virtual session*)

Virtual sessions will be hosted using the Microsoft Teams platform, and participants will receive a link prior to each session. In order to complete the certificate, program participants are required to attend the NEXT Summit and two of the synchronous virtual sessions (with the option to watch up to two of the recorded virtual sessions within one week of each scheduled session). Participants should expect to spend approximately two hours in between sessions on suggested readings, as well as (ungraded) reflection and planning exercises. Participants are expected to attend the sessions from beginning to end and to actively engage in all discussions as active contributors.

PROGRAM RATE

\$350

per person

REGISTER TODAY

Space is limited and spots will be reserved on a first-come, first-served basis.

REGISTER AT [TAYLOR.EDU/CERTIFICATE](https://taylor.edu/certificate)

ADDITIONAL DETAILS

The registration rate includes all registration, program materials, and fees for the NEXT Summit that is being held on **Wednesday, September 10, 2025**. Full payment is due to reserve one of the limited spaces in the certificate program. All cancellations and transfers are subject to an administrative fee of \$150.

As a gift from Taylor University, each participating organization in the **Certificate for Faith-Driven Advancement** is entitled to secure one complimentary registration for a board member of his or her institution. **To take advantage of this non-transferable offer**, the Head of School should register for the certificate and then send an email to president@taylor.edu with the subject line of *"Request for Complimentary Registration."* Additional details for registering the board member will be sent through a reply email.

**WE HOPE THIS BLESSES YOUR BOARD AND FURTHERS
YOUR CHRISTIAN MISSION. WE ARE EXCITED TO
PARTNER WITH YOU IN CHRISTIAN EDUCATION.**



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