



## 2020 Schedule of Courses<sup>1</sup>

### January

#### *Your Fundraising Plan and Case for Support*

Your plan and your case statement are two of the most important tools you will ever create for your organization. Use this class to develop your 2019 fundraising plan, and a case statement that produces exceptional results for your nonprofit.

Four weeks.

#### *Your Donor Communications System*

Still burned out from Giving Tuesday and year-end fundraising? Learn the secrets behind communicating better - and more often - and you'll raise more throughout the year. *Your Donor Communications System* will guide you through creating a manageable 12 to 24 point donor touch plan guaranteed to keep your supporters engaged and giving throughout 2020.

Four weeks.

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<sup>1</sup> Courses subject to change.

## February

### *Empowering Your Fundraising Board*

Do your board members say they'll do *anything* but fundraise? How can you reasonably expect foundations to fund you when members of your board won't donate? Use this course to create a passionate, engaged board that's eager to share your mission. With Sandy Rees.

Four weeks.

### *Revenue Generating Nonprofit Newsletters*

Yes, your donor newsletter can raise money. Just ask Michelle Brinson Sanders. Michelle took our newsletter class in 2014 and her newsletter for Nashville Rescue Mission raises \$2 million a year. Learn the ins and outs of creating your fail-safe system to donor-focused, revenue generating print and email newsletters.

Four weeks.

## March

### *Your Spring Direct Mail Appeal*

Your spring fundraising direct mail appeal, from start to finish.

Four weeks.

### *Mastering Nonprofit Monthly Giving*

Monthly giving is the holy grail of fundraising. Learn how to create and grow your organization's monthly giving program. Includes extensive examples of direct mail and email monthly giving appeals and three premium recorded trainings from Erica Waasdorp.

Four weeks.

## **April**

### *The Power of Thank You*

This newly revised course will infuse your organization with a culture of gratitude, donor love, and the creation of the stewardship systems guaranteed to power donor retention.

Four weeks.

### *Planned Giving Intensive*

Everything you need to create and market your organization's planned giving program. Includes recorded trainings from Tom Ahern and Leah Eustace, ACFRE, as well as an extensive collection of examples of direct mail bequest marketing from nonprofit organizations just like yours.

Four weeks.

## **May**

### *Donor Acquisition 101*

How will you be bringing new donors into your pipeline? In *Donor Acquisition 101* you'll learn how to effortlessly create the systems to bring new donors on board, from turning your event attendees into donors, to Facebook lead generation advertising, networking and speaking opportunities, to using the power of your website and social media, and more.

### *Crowdfunding - How to Win Friends & Influence Donors*

If you're ready to share your story with a larger audience than you ever dreamed possible, this Basics & More™ course will guide you step-by-step in successfully launching (and crushing) your crowdfunding campaign.

Three weeks.

## June

### *Getting Started With Major Gift Fundraising*

How does the small nonprofit get started with raising major gifts? Featuring trainings from the Veritus Group and others, this course will provide you with the structure you need to begin your organization's major gift program.

Four weeks.

### *Nonprofit Storytelling*

Is your organization sharing the right kinds of stories, and telling them in the most emotionally compelling way possible? In the first online storytelling class we cover all of the bases so that by the end, your stories have the power to inspire donors to give.

Four weeks.

## July

### *Raise More Money With Donor Surveys*

Donor surveying will help you uncover your best planned, major, and even monthly giving prospects. And if you're planning a capital campaign any time soon, you should start with a survey.

In the newest course in our roster, *Raise More Money With Donor Surveys / Basics & More™*, you'll discover how to raise more money by actively listening to your donors.

Four weeks.

## **August**

### *Your Annual Gratitude Report*

Everything you need to create an annual report your donors will *want to read*, from start to finish, including timeframe, writing, printing and more. Specifically tailored to the needs of smaller budgets.

Four weeks.

## **September**

### *Smarter Event Fundraising*

Finally. A step-by-step system for fail safe event fundraising your donors will love! Includes training on turning ticket buyers into donors.

Four weeks.

### *Online Fundraising*

Online fundraising consists more of slapping a donate button on your website and crossing your fingers. *Online Fundraising | Basics & More™* teaches you the strategies of list-building, writing for the web, creating your 3-5 series email campaign series, developing a donor-focused donation process, incorporating social media, and more.

Four weeks.

## **October**

### *Year End Direct Mail Appeal*

Start now to create your organization's best year-end direct mail appeal... and raise more than ever before!

Four weeks.

## *Year-End Fundraising Webinar Series*

Your organization could be raising 70% of donations within the last eight weeks of the year. Regardless of where you are, this course will enable you to maximize your potential.

Four weeks.

## **November**

### *Foundation Grants*

Created for smaller nonprofits without a dedicated grantwriter, Foundation Funding provides the basics of developing your organization's portfolio of general operating support grant funders.

Four weeks.

### *Earned Income 101*

In today's uncertain fundraising climate, adding an additional revenue source makes more than good sense. In *Earned Income 101 | Basics & More™*, over four weeks of written and recorded trainings, you'll discover exactly how earned income ventures work. You'll learn how to develop your team, how to educate your board, how to select your venture, how to prepare your business plan and market your goods, and more.

## **December**

### *Your Strategic Plan*

Are strategic plans passé? Yes...and no. We're all acquainted with the strategic plan created five years ago...and never implemented. Your Strategic Plan will guide you through the processes of creating your

strategic plan (with or without an outside consultant) and, most importantly, implementation.

Four weeks.