



How Basics & More Works

Basics & More™ nonprofit fundamental classes are delivered to your inbox on a week by week basis. Why the weekly email format? Studies have shown that approximately 5% of conference attendees actually act on what they've learned. Our MO is in response to the information overload so widespread today.

Based on fundraising best practices and the latest research in brain science behavior, *Basics & More*™ fundraising fundamentals online training been created to guide you incrementally toward navigating the waters of fundraising without feeling overwhelmed, implementing what you've learned, and getting your organization on the path to long term sustainability through growing your individual giving program.

To date, *Basics & More*™ course topics have included stewardship (Power of Thank You), direct mail fundraising, board fundraising, monthly giving, nonprofit storytelling (the first storytelling class for nonprofit professionals), online fundraising, foundation grant-writing, major gift fundraising, writing your fundraising case for support, and more. Often imitated but never duplicated, *Basics & More*™ are the leaders in the industry because they get serious results and are the holy grail for organizations who are in it for the long haul.

Your training couldn't be more flexible. There are typically no live webinars you need to be present for, nor will you ever need to be "in class" at a scheduled time. All podcasts and recorded trainings are available on demand. And, once you register, the materials are yours to keep, to re-use when you need a refresher, or to share with a new volunteer or staff member. So even if you can't go through all of the class materials right now, you can read and listen at your leisure. There are no tests or quizzes, only solid information that you can review whenever you are ready. To reap the benefits, all we ask is that you review the lesson plans in order. It won't work properly otherwise. But the timing and implementation? That's all up to you!

Read about how one participant fit a *Basics & More*™ course into her busy schedule by [clicking here](#).

After you enroll in the *Basics & More™ Ticket*, every Monday morning, you'll receive (via email) comprehensive guides, worksheets, recorded podcasts and webinars, covering the topic of the week that you can read on your computer, smartphone, tablet, or print out to read at your convenience. Each guide contains 10-20 pages and presents everything you need to know to grow your organization's fundraising.

The Basics & More All Access Ticket was created for nonprofit staff who are serious about growing their individual giving fundraising, including major gifts, monthly giving, and legacy giving. And the Basics & More™ All Access Ticket gives smart, committed learners the option to enroll for the entire roster of Basics & More™ courses for one low price.

We're constantly in the process of revising and updating the Basics & More™ courses from one year to the next to keep them current with the latest fundraising strategies.

Important

Your Basics & More Ticket kicks off with the opportunity to schedule a 30-minute one-on-one call. During our conversation, we'll cover your organization's unique challenges and you'll gain guidance on how to make the Ticket work for you.

To get the best results from Basics & More you'll want to schedule your call at your earliest convenience.

Office Hours

In addition to email support, the Basics & More Ticket has Office Hours on the third Thursday of every month where you'll have the opportunity to ask questions or get your work reviewed.

2022 Course Schedule¹

December, 2021

Future-Proof Your Nonprofit

If the past two years have thrown your nonprofit for a loop, *Future-Proof Your Nonprofit | Your Step-By-Step Guide to Building the Fundraising Systems to See Your Organization Through Any Crisis*, brought to you by Basics & More™ was created for you.

This four-week multi-media online course includes everything you need to know to transition your organization from barely surviving...to thriving. No matter what the future holds.

¹ Please note that the schedule is subject to change.

January

Your Fundraising Plan and Case for Support

Your plan and your case statement are two of the most important items you will ever create for your organization. And now, in the midst of economic uncertainty, your plan and case statement are more critical than ever before. Use this class to develop your 2022 fundraising plan and a case statement that produces exceptional results for your nonprofit.

Your Donor-Centered Communications Calendar

Communicate more and you'll raise more money. It's as simple as that. In this four-week class you'll discover how to create your own 12 point donor touch plan guaranteed to turn your supporters into partners and create sustainable revenue you can rely on.

February

Profitable Donor-Centered Newsletters

Add donor-focused print and email newsletters to your 'Ask, Thank, Report' systems and watch your fundraising skyrocket. One of the students from our original class raises \$2 million a year with her organization's donor newsletter alone. In this four-week class you'll discover the secrets to print and email newsletters that raise money.

Raise More Money with Board Fundraising

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 four-week course to create a passionate, engaged board who are eager to share your mission.

March

Monthly Giving Intensive

If there's anything the past two years has taught us, it's this: monthly giving is the holy grail of fundraising. Discover how to create and grow your organization's monthly giving program. Regardless of where you are in your monthly giving program, this extensive class will take you to the next level. Includes trainings you won't find anywhere else.

Your Spring Fundraising Campaign

Discover how to create a multichannel fundraising campaign that brings back lapsed donors and raises more from current donors.

April

Power of Thank You

The often copied, never duplicated original course created to infuse your organization with a culture of gratitude, donor love, and the creation of the stewardship systems guaranteed to power lifetime donor retention, including legacy giving.

Nonprofit Storytelling

The original nonprofit storytelling class for staff, board members, and volunteers will give you a plan for finding, interviewing, and sharing the stories that compel donors to give.

May

Legacy Giving Intensive

Everything you need to create and market your organization's planned giving program. Includes three recorded premium trainings you won't find anywhere else, along with an extensive collection of examples of direct mail bequest marketing from nonprofit organizations just like yours.

Nonprofit Crowdfunding

Over \$34 billion was raised globally by crowdfunding in 2020. Learn how to rock your first campaign and, more importantly, how to keep those new donors. Rachel Ramjattan, CFRE and I cover all of the bases!

June

Getting Started With Major Gift Fundraising

Featuring trainings from Jeff Schreifels, Gail Perry, and Rory Green, this four-week course will provide you with the structure you need to create your major gift program — even in the smallest nonprofit.

Donor Acquisition 101

How are you keeping your donor pipeline full? 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 networking and speaking opportunities, and more.

July

Raise More Money With Supporter Surveys

Your donors are your best teachers. When you make the time to listen. 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 would be wise to start with a donor survey.

Organizational Culture Change

Without a strong internal fundraising culture, your fundraising efforts will feel like you're treading water. Whether you're an introvert or an extrovert, in this three-week class you'll discover ways to bring everyone — staff, board, volunteers — on board.

August

Your Annual Gratitude Report

What if your nonprofit's annual report could be transformed into a document that donors and funders loved to read — and share? What if it raised serious revenue? Everything you need to create your organization's revenue-generating annual report, from start to finish, including timeframe, writing, printing and more. Specifically tailored to the needs of smaller budgets.

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.

Foolproof Year-End Fundraising

This six-week masterclass has resulted in nonprofits worldwide doubling and even tripling the results of their year-end appeal. 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.

October

Your Year-End Multichannel Appeal

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

Digital Fundraising Masterclass

Online fundraising consists more of slapping a donate button on your website and crossing your fingers. In *Online Fundraising | Basics & More™* you'll discover what really works for small nonprofits online. Including the secrets of growing your email list, how to raise more money with your emails, Google grants, developing a donor-focused donation process, and more.

November

Foundation Funding

Created for smaller nonprofits without a dedicated grantwriter, Quit spinning your wheels. In *Foundation Funding* you'll discover the basics of developing your organization's portfolio of grant funders.

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.