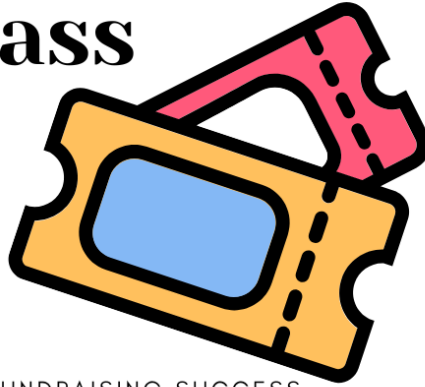


# Your **2025** All Access Pass



TO FUNDRAISING SUCCESS

## Introducing the Basics & More All Access Ticket for 2025

Welcome to your nonprofit's opportunity to secure an entire year's worth of proven fundraising training for a fraction of the price. Read on to learn how *Basics & More Fundraising* works and our schedule for 2025.

*"I always recommend Pamela Grow's Basics and More for non-profits that want realistic and actionable advice on how to fundraise. Pamela and team understand what it's like to work in a nonprofit when you have multiple responsibilities and need to get stuff done in the easiest, most resourceful way. I like these programs so much I give them as gifts to friends and colleagues in the non-profit space. (And trust me, it's a good gift!)"*

*-Julie Lacouture, Good Ways Inc.*

## How Does Basics & More Class Work?

*Basics & More*™ nonprofit fundraising classes are delivered to your inbox on a weekly basis. Why the weekly email format? Studies have shown that only 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 were 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 (general operating support).

Over two decades of fundraising has also taught us the importance of having everyone in your organization on the same page. Truly understanding what leads to effective fundraising. If you've ever battled a boss or your board chair over your fundraising appeal letter, you know exactly what I'm talking about! That's why every B&M class offers your nonprofit the opportunity to share these trainings with additional team members. *At no extra charge!*

### **That's how committed we are to your success.**

To date, *Basics & More*<sup>™</sup> class topics have included donor stewardship (*Power of Thank You*), direct mail fundraising, online fundraising, board fundraising, monthly giving, nonprofit storytelling (the first storytelling class for nonprofit professionals), major gift fundraising, writing your fundraising case for support, and more.

Often imitated but never duplicated, *Basics & More*<sup>™</sup> 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 learning 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 up to you!

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

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"I signed up for the whole year of *Basics & More* classes in 2016, after joining the Board of a national non-profit. Since then, we have:

- Established a policy of hand-addressing envelopes and hand-writing notes to our current (last 12 months) donors at each Board meeting;
- Established a policy of having Board members hand-write thank-you notes to all donors;
- Established a policy of phoning donors who give \$250 or more, including sustaining donors on the anniversary of their gift;
- Created a Fundraising Plan;
- Segmented our donor database into six categories;

- Creating a Planned Giving plan and launched our campaign;
- Created a Case for Support (one of the most challenging assignments);
- Made our fundraising letters donor-centric and used storytelling as a model;
- Designed a series of end-of-year solicitations, starting with the fall fundraising letter and continuing through a series of seven emails, including one that is our annual 'thank you'.

This was a lot to learn! **I can say that we went from running a deficit for a several year period before I joined the Board, to having an additional \$40,000 in our investment account, basically in a two-and-a-half-year period."**

*Barb Prescott  
Board Member*

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After you enroll in the *Basics & More™ Ticket*, every Monday morning beginning in January, 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 general operating support, including major gifts, monthly giving, and legacy giving. And the *Basics & More™ All Access Ticket* gives smart, committed learners the option to enroll team members (including your board).

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

## **Important**

Your *Basics & More Ticket* kicks off with the opportunity to schedule a monthly 30-minute one on-one coaching call. During our conversation, we'll cover your organization's data, and challenges unique to you. If, for example, we discover that January would be the ideal time for you to launch a monthly giving program, you'll be granted advance access.

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

## **MotivateMonday**

Join us every Monday for a free 30 minute training from industry leaders on topics like diversity and your board, what to look at in your data segmentation, the latest in online fundraising, and more.

## Email Access

Throughout the course of the year, you'll have email access to me where you'll have the opportunity to call in to ask questions or get your work reviewed.

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"When I found the "Basics and More" Ticket, I knew I had found exactly what I was looking for. I already knew Pam's reputation and had been following her blog and emails for quite some time, so I knew she knew her stuff!

Starting the very first month Pamela laid out, in very easy chunks, all of the steps I needed to develop and write my first Case for Support. Not only did she give me the steps but she gave me real-time input that was invaluable.

**Here I am a year and a half later, and our organization has had its most successful fundraising year ever!!**

I would highly recommend this course to anyone in fundraising, from development directors to executive directors to associates!"

*Laurie, Director of Donor Engagement & Special Events*

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**"My Basics & More membership was 100% worth the expense and time invested.** After almost a year, it's becoming second nature for me to write in a donor-centric way. There's still a long way to go at my new job, but we're in the process of recovering from years of non-communicative, self-centered, stingy treatment of donors and I can already see lapsed donors coming back, increased interest in volunteering and events, growth in our mailing list, and other positive signs. Thank you!!"

*Laura, Individual Giving Manager*

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"So...a cheesy testimonial for your "All-Access Ticket" that we bought at the beginning of the year.... My email box was FULL of great looking free and paid webinars, and I'm sure they all would bring some value to my agency. It was just too much to sift through everyday! After we subscribed, I unsubscribed from everything else, and it had such a nice calming feel to my inbox! I'm working my way through the newsletter one right now, and it's perfect! I revamped it to focus more on the donor and it's going out next week!"

*Julie*

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# 2025 Course Schedule<sup>1</sup>

## 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 2025 fundraising plan and a case statement that produces exceptional results for your nonprofit.

\$249/EB \$179

### *Your Donor 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.

\$249/EB \$179

## February

### *Profitable Donor Newsletters)*

How is your nonprofit demonstrating IMPACT? 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.

\$249/EB \$179

## March

### *Monthly Giving Mastery*

If there's anything the pandemic 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.

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<sup>1</sup> Subject to change.

### *Nonprofit Storytelling Masterclass*

The original storytelling class for nonprofit staff, board members, and volunteers. You'll discover how to use storytelling on your website, in social media, in grant proposals, and even in sponsorship

\$249/EB \$179

## **April**

### *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.

\$97 Early Bird, \$129 Full Price

### *Direct Mail Masterclass*

Just in time for your spring fundraising appeal, discover the latest secrets to direct mail fundraising, the small shop fundraiser's powerhouse. You'll build a fundraising campaign that brings back lapsed donors and raises more from current donors.

\$249/EB \$179

## **May**

### *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 four-week course to lead and empower your board, creating a passionate, engaged board who are eager to share your mission.

\$249/EB \$179

### *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, to turning your website into a lead generating machine, and more.

\$249/EB \$179

## June

### *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.

\$249/EB \$179

## July

### *Getting Started With Major Gift Fundraising*

Featuring insider trainings from leading major gift fundraisers, this four-week course will provide you with the structure you need to create your major gift program — even in the smallest nonprofit.

\$249/EB \$179

## 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.

\$249/EB \$179

## September

### *Power of Thank You*

The best thing you can do before your EOY appeal is to shower your donors with impact — and gratitude. This original course was 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.

\$249/EB \$179

## October

### *Foolproof Year-End Fundraising*

Our signature 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.

\$249/EB \$179

## **November**

### *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.

\$249/EB \$179

## **December**

*No Classes*

### **Terms and conditions**

Ticket holders always have access to class materials.

All Basics & More individual classes offer a 100% money back guarantee. However, due to the steep discount of the Ticket, there will be no refunds issued.



## About Pamela Grow

Pam's the author of *Simple Development Systems: Successful Fundraising for the One-Person Shop*, and the founder of *The Fundraising Calendar*. As founder of *Basics & More Fundraising*, and the co-founder of *Veritus Group Academy*, she's a pioneer in providing effective online nonprofit training.

Pamela was named one of the *50 Most Influential Fundraisers* by [Civil Society](#) magazine. She was recently named one of *America's Top 25 Fundraising Experts*, and appeared on *BizTech's 2024 Nonprofit IT Influencer List*.

Pam's been featured by the [Chronicle of Philanthropy](#) and the [Foundation Center](#), has written for *NonprofitPRO* magazine and contributed to [SOFII](#), the showcase of fundraising innovation and inspiration.

She has taught her "fundraising systems simplified" to over 10,000 smart nonprofit professionals across the world through *Basics & More Fundraising*. And she's been raising money online since 2010.

# PAMELA GROW

Trusted by over 10,000 nonprofits worldwide and dozens of companies and associations, including...



AUTISM KNOWS NO BORDERS; FORTUNATELY NEITHER DO WE.®

