



## 2017 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 items you will ever create for your organization. Use this class to develop your 2017 fundraising plan and a case statement that produces exceptional results for your nonprofit.

Four weeks.

#### *Your Donor Engagement System*

Communicate more and you'll raise more money. *Your Donor Engagement System* will guide you through creating a 12 to 24 point touch plan guaranteed to keep your supporters engaged and giving throughout 2017.

Four weeks.

### February

#### *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 course to create a passionate, engaged board that's eager to share your mission. With Sandy Rees.

Four weeks.

---

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

## *Nonprofit Print and Email Newsletters*

Learn the ins and outs of creating your fail-safe system to donor-focused, revenue generating print and email newsletters.

Four weeks.

## **March**

### *Start and Grow Your Organization's Monthly Giving Program*

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 recorded trainings from Erica Waasdorp.

Four weeks.

### *Spring Direct Mail Appeal*

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

Four weeks.

## **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 donor retention.

Four weeks.

### *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 networking and speaking opportunities, and more.

Three weeks

## **May**

### *Planned Giving*

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

Four weeks.

### *Hiring Your First Development Director*

How do you ensure that your first fundraising hire stays the course to grow long term donor relationships. In *Hiring Your First Development Director*, we'll give you the tools to hire the best fit for your organization.

Three weeks.

## **June**

### *Getting Started With Major Gift Fundraising*

Featuring trainings from Amy Eisenstein, Jeff Schreifels, Gail Perry, and Rory Green, this course will provide you with the structure you need to begin your organization's major gift program.

Four weeks.

### *Fundraising With Businesses*

I team up with Linda Lysakowski to navigate the ins and outs of relationships between your nonprofit and businesses. You'll learn which sponsorships are worth pursuing, as well as how to initiate and sustain them.

Four weeks.

## **July**

### *Getting to \$1 Million*

If your nonprofit is consistently raising less than \$1 million a year and you know that raising \$1 million or more per year would allow your nonprofit to do far more good with far less stress and hassle, this course with Joe Garecht and I will set you on the right track toward raising more money — much more!

Four weeks.

### *Nonprofit Storytelling*

Is your organization sharing the right kinds of stories, and telling them in the most emotionally compelling way possible? Here, I'll cover all of the bases so that by the end, your stories have the power to inspire donors to give.

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.

### *How to Get Free PR For Your Nonprofit*

If you aren't using PR, and using it the right way online and off, you're missing one of the cheapest, and most powerful ways to market your organization. In *How to Get Free PR For Your Nonprofit*, you'll learn how to find and use free publicity for your nonprofit.

Three 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.

### *Supercharge Your Year-End Fundraising*

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. Joe Garecht and I show you how.

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.

### *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 and more.

Four weeks.

## **November**

### *Foundation Funding*

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.

*Creating Your Mid-Level Donor Program*  
With Maeve Strathy.

## **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.

### *Charting Your First 100 Days*

In Charting Your First 100 Day, you'll learn which metrics you need to focus on first as a new development director. Plus, you'll be provided a weekly plan for quickly learning your organization's mission and history, understanding your donor base, educating and inspiring your ED and board members, and then some. You're navigating some choppy waters, but this course will provide the tools you need to steer your organization's ship with confidence.