BEST PRACTICES FOR Basics & More™ COURSES

Basics & More™ **fundraising fundamentals self-guided courses were created with your busy schedule (and budget!) in mind.**

If you've never taken an online course before, you'll find that, unlike many other online courses, the materials for the *Basics & More™* eCourses are released week-by-week. Why do I do this? I spent years working for small to mid-sized nonprofits prior to becoming a consultant. Training was sporadic, expensive, and oftentimes I found myself so overwhelmed with too much information at once (not to mention the rush to put out fires once I returned to the office), that I rarely got the opportunity to *act on* what I'd learned.

You'll find that receiving your training in short chunks helps you focus on each module--one at a time--*and encourages you to take action.*

Additionally, these courses are designed to be followed in the order in which you receive them. Everything in Basics & More™ is foundational. The lessons build upon one another, and are FAR more powerful when executed in order.

I've been meticulous in structuring all my courses in such a way that everything is streamlined and sequential.

That means that you never get stuck wondering what to do next.

Your ONLY job is to begin with the end in mind, and then let ME guide you through the systematic workflow that gets you there. If you're going to be on vacation, or you'll be missing a week, you may want to set the course aside to tackle it at a later date.

When a bonus expert recorded webinar or podcast is included with your course materials, it's meant to be viewed with the module it was included with. **Remember, too:** you'll always have lifetime access to these course materials. So if you're unable to implement everything during the period of the course, you can always return to the modules (some of my students come up with questions months after a course has ended). And,

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of course, always feel free to reach out directly to me with any questions you might have.

Read how one participant fit Basics & More™ into her busy schedule: click HERE.

Additionally, we do encourage you to self-register additional staff, volunteers, and board members — *at no extra charge.* It helps bring everyone together on the same page, learning how to fundraise the right way (smart, no?). Many of our organizations apply the courses as a group project: for instance, one individual is tasked with reading the module, another is assigned a webinar to view, and another is given a writing assignment. Any additions to this course should be in by the Friday before we start Week Two.

To keep *your* training costs down, *Basics & More™* courses are delivered exclusively via email. **There is no website to access or login to.** But you can't receive what you've paid for if your IT department has set up firewalls that are preventing delivery of your course materials. Course materials are automatically generated. If you don't see yours, **check your spam filters**. In some instances we will request an additional or personal email address to ensure that you receive your lessons.

When will you receive your class materials? Typically you'll receive course materials on Monday morning at 10 am EST. When an American holiday falls on a Monday, your materials will be delivered on Tuesday morning. During a particularly heavy content week, we may send out an additional training mid-week. Materials are nearly always delivered by 10:15 am EST.

It is recommended that, at the start of every Basics & More™ class, you create a folder on your desktop and save the PDF manuals to it. Emails are easy to delete and that way you'll always have a copy of your course materials. Some B&M students like to print out the modules and save them in binders for later referencing.

Lastly, the private Facebook groups created for these courses are entirely optional - **but they can be a great place to interact with your peers (and we love to see your smiling face!).**

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A Word About Technology

Regardless of what computer, operating system, or browser you are using, our PDF course modules work best with Adobe Reader (it's free!). The low cost of delivery, rather than utilizing a learning system where you're instructed to login, allows us to pass the savings on to you.

ONLY LOG IN FROM ONE BROWSER OR PLATFORM AT A TIME

Basics & More™ courses often include members' exclusive recorded webinars from my Simple Development Systems program. If a recorded webinar is included with your course, the link to access it - and the password - will be included within the module it is meant to be viewed with. If you're unable to view a recorded webinar, we've found that many technical glitches can be easily fixed by simply clearing your browser cache. There's no need for you to proactively do this unless you experience difficulties, but if you do, try closing any browser windows, and then clearing your cache.

STILL NEED HELP?

If you need further support, or you just want to send us some love, email us at pamela@pamelagrow.com.

Your fundraising success is our primary goal!