

# THE LIFELINE

## Your 90-Day Individual Giving System

*A Basics & More™ Intensive with Pamela Grow*

*Because grants aren't coming to save you. Your donors will.*

### What is The Lifeline?

The Lifeline is a 90-day individual giving system built specifically for small to mid-sized community-based nonprofits navigating the current funding crisis. It's not theory or inspiration. It's a working system — with the templates, the letters, the calendar, and the plan — that you can pick up and use right now.

One in three nonprofits has lost some form of government funding this year. And yet the organizations with solid individual giving systems — the ones built on a foundation of Ask, Thank, Report — are not just surviving. Some are growing. The Lifeline gives you that system. In 90 days. With the work mostly done for you.

### What's Inside

*Six modules, each delivered with a done-for-you template you can use immediately.*

#### **01. Your Case for Support — Rewritten for Right Now**

Your old case for support was written in a different world. Donors are watching the news and are struggling too. This module walks you through building a case that speaks directly to this moment. One that makes giving feel urgent, personal, and necessary.

**Done for you:** *A fill-in-the-blank case for support template and a donor appeal letter you can adapt and send within 48 hours.*

#### **02. Your Nonprofit's Story — Told for Right Now**

Facts don't move people. Stories do. More than a decade ago, Pamela created the very first online storytelling class for nonprofit professionals. What she's learned since then from thousands of small shop fundraisers putting these tools to work is that story isn't a nice-to-have. It's the thing that makes everything else in your fundraising actually work.

This module shows you how to find the story that's already living inside your organization — the one that makes a donor put down their phone and pick up their checkbook. You'll learn how to tell it in your appeal letters, your emails, your newsletter, and your conversations with major donors, in a way that feels honest and human.

Because the organizations raising more money right now aren't the ones with the biggest budgets. They're the ones telling the truest stories.

**Done for you:** *A nonprofit story framework and a fill-in-the-blank story template you can adapt for any channel — email, direct mail, or a conversation over coffee.*

#### **03. Your Donor Communications Calendar**

Most small nonprofits ask once a year — maybe twice — and then wonder why donors drift away. You're going to reach your donors 12 or more times over the next 90 days and beyond. Not with your

hand out. But with stories, updates, gratitude, and the occasional ask. In ways that feel warm, not desperate.

The organizations growing right now aren't asking more. They're communicating more. Thanking more. Reporting back more. And donors are responding.

**Done for you:** *A 12-month donor touch plan calendar, pre-populated with the touchpoints that work. You add your organization's details. The architecture is already built.*

#### **04. Monthly Giving — Your New Best Friend**

If one thing will protect your organization from whatever comes next, it's this. A monthly giving program means reliable income every single month, regardless of what's happening in Washington. It means you stop starting from zero every January. It means your best donors stay close, because they're giving automatically, all year long.

Organizations with strong monthly programs barely felt the first wave of funding cuts. Their income didn't flinch.

**Done for you:** *A 3-email monthly giving ask sequence, ready to personalize and send.*

#### **05. Your Major Donors**

You don't need a major gifts team. You need a list. Twenty-five+ people who already love your work. Who have the capacity to give more. Who just haven't been asked in a way that honors the relationship.

Right now, your closest donors want to step up. They just need you to give them the chance.

**Done for you:** *A major donor conversation guide and a simple tracking template.*

#### **06. Legacy Giving — Plant the Seed Today**

Planned gifts take time to come to fruition. But the conversation? You can start that this week. Even the smallest organization can introduce legacy giving in a way that feels natural, warm, and completely not morbid.

**Done for you:** *A legacy giving letter template and a conversation guide for your most trusted donor relationships.*

### **Your 90-Day Action Plan**

Every module comes with clear next steps. But the 90-day plan ties it all together — telling you exactly what to do, in what order, from Day 1 through Day 90. No more staring at a blank page. No more wondering where to start. You'll know what to do on Monday morning.

### **Your Bonus: A Private 45-Minute Coaching Call with Pamela**

When you enroll in *The Lifeline*, you'll have the opportunity to schedule a private 45-minute one-on-one call with Pamela — and this is where things get personal.

Bring your fundraising plan. Bring your appeal letter. Walk her through your monthly giving process, your donor communications, your thank-you sequence. She'll look at what you have,

talk through what's missing, and give you her honest assessment of what to fix first. You'll leave the call knowing exactly where to focus your energy — and what to stop wasting it on.

Between now and the end of the program, you'll also have email access to Pamela. If you get stuck on your case for support, if you're not sure how to word your monthly giving ask, if you want a second set of eyes before an appeal goes out — you can write to her. She'll write back.

This isn't a ticket number. It isn't a chatbot. It's Pamela, reading your work and telling you what she actually thinks.

## Everything You Get

- ✓ Six modules, released over your 90-day program
- ✓ Your 90-day individual giving action plan
- ✓ Fill-in-the-blank case for support template
- ✓ Nonprofit story framework and story template
- ✓ Ready-to-adapt donor appeal letter
- ✓ 12-month donor communications calendar
- ✓ 3-email monthly giving ask sequence
- ✓ Major donor conversation guide and tracking template
- ✓ Legacy giving letter template and conversation guide
- ✓ Private 45-minute coaching call with Pamela
- ✓ Email access to Pamela throughout the 90 days
- ✓ Access to one live group Q&A call

## Choose the Level That's Right for You

### The Lifeline

*\$247 presale (through May 1st) / \$497 after May 1st*

All six modules, all done-for-you templates, 90-day action plan, bonus coaching call, email access to Pamela, and the live group Q&A call.

### The Lifeline + Coaching

*\$997 presale (through May 1st) / \$1297 after May 1st*

Everything above, plus a private 45-minute one-on-one call with Pamela, scheduled within 30 days of enrollment.

## Presale closes May 8th. We start May 11th.

*100% satisfaction guarantee. Complete the coursework and don't feel it was worth every penny — write to us within 30 days for a full refund. No questions asked.*

Questions? Write to [Pamela@pamelagrow.com](mailto:Pamela@pamelagrow.com)  
*pamelagrow.com*