



FAQ

Schedule of Live Webinars

Timetable and Template for Your Most Profitable Year-End Campaign Ever, led by Gail Perry

Tuesday, August 23rd at 2:00 pm EST



Are you ready to organize your most successful fundraising campaign EVER? Join Gail to learn how to weave everything together so that the campaign executes flawlessly- and you don't leave any money on the table. You'll get a thorough template and a full timetable to help you plan ahead, avoid last minute panic, and help you soar over your goal on December 31st. You'll learn how to deploy the 15 key elements of a killer multi-media fundraising campaign - one that captures your donors' hearts and gains their investment.

In addition, Gail will share her special "asking formula" that builds trust and authenticity so that donors will totally respond. You'll learn how -- and why -- to create a consistent unifying purpose, dollar goal, and theme for your campaign. You'll get a plan for social media to create buzz and amplify your message. Want to add crowdfunding to your campaign? Gail will give you a step-by-step timetable so you can knock Giving Tuesday out of the park.

60 Direct Mail Tips in 60 Minutes My Top Learnings from 25 Years in the Business, led by Leah Eustace, ACFRE

Thursday, August 25th at 2:00 pm EST



Canadian fundraising guru Leah Eustace shares her top learnings after more than 20 years in fundraising, and hundreds of millions of dollars raised through the mail. The pace will be fast and furious!

You'll get expert tips that will help elevate your direct mail program to a whole new level.

We'll talk storytelling, testing, postage, donor psychology, paper, budgets ... the list goes on!

Leah will show you how to use the envelope, the reply device, the PS, imagery, and signatories to boost additional revenue. She'll share examples of appeals that knocked their target revenue out of the park, and ones that didn't do so well (and why).

Creating an Integrated Year-End Campaign That Captures Your Donors' Attention

How to weave email, direct mail, phone, social media and your website together to amp up your fundraising appeal's reach and power, led by Brock Warner

Tuesday, August 30th at 2:00 pm EST



What kind of fundraising campaigns have the most impact with donors? The ones that integrate all different forms of media into one coordinated message. Join fundraising guru Brock Warner to learn exactly how to pull off a fully integrated year-end campaign. You'll discover how to craft a powerful campaign that weaves email and direct mail together so they echo each other. We'll show you how to use social media, phone calls and your website to ramp up and amplify your year-end appeal message.

You don't have a team of experts behind you to be wildly successful. Whether you are in a large or a small shop, you can absolutely max out your results and impact. Brock will break down the components of an integrated campaign that puts all your communications tools to work -- to help you raise the most money possible this year-end.

How to Craft a Winning Year-End Email Campaign, led by Shanon Doolittle

Tuesday, September 13th at 2:00 pm EST

December is right around the corner, and you know what that means –the all-important last-minute emails at the very end of the year. Let’s get primed and ready before the madness begins. Let’s lay out all your emails – well ahead of time, in a coherent sequence. We’ll guide you to create a campaign story that donors will love. And you’ll get a plan and schedule for those critical emails the last few days of the year that will bring in the most money of all.



Come ready to learn:

- Why you need to send multiple emails to donors to get more gifts
- What an email sequence is and why you need it if you want to raise more money
- Why focusing on deadlines instead of storytelling is more important at year-end
- How to write irresistible subject lines that skyrocket your open rates
- And so much more!

How to Promote Your Annual Appeal with Social Media - A blueprint for turning donors into salespeople, and generating online buzz, with John Haydon

Monday, September 19th at 2:00 pm EST



You've invested lots of time and money towards your year-end fundraising campaign. But are you neglecting the power of your social media followers? How will you use Facebook, Twitter, and Instagram to generate buzz about your appeal? Social media guru and author of Facebook for Dummies, John Haydon will show you how to extend the reach and impact of your annual appeal with social media, how to boost donor acquisition and retention, and engage core supporters in spreading the word! Social media is changing the world of marketing. Join John to discover the latest strategies you can use to catapult YOUR campaign into the limelight.

Use Crowdfunding to Drive #GivingTuesday & Year-end Success, led by Rachel Ramjattan, CFRE

Friday September 23rd at 2:00 pm EST



Donors contributed more than \$34.4 Billion via crowdfunding campaigns in 2015. Was your nonprofit one of the lucky recipients? Don't be left out! Learn how you can use crowdfunding to make this year-end fundraising campaign your best ever. We'll show you how to start strong on #GivingTuesday and keep the momentum going until December 31st.

Acquisition, Retention, Renewal, and Upgrading - All Possible Through the Power of Donor

Wednesday, September 28 at 2:00 pm EST

Can you really write to your donor in a personal, enthusiastic, warm tone? Can you really make it all about the donor and not all about your organization? It's harder than it looks!

Join Canadian guru Jen Love, Partner at Agents of Good, to learn the ingredients to a truly donor-centered letter. Let's learn how to speak directly to your donor, and touch their heart.

Jen leads the way for #donorlove. We'll focus on donor acquisition, and also how to retain, renew and upgrade your donors through donor love!



More being added...

Questions

Q. What is the Your BEST EVER Year-End Fundraising Campaign?

A. The Your BEST EVER Year-End Fundraising Campaign was created to give you a roadmap to year-end fundraising success. It's a collaborative effort between Pamela Grow, creator of Basics & More Fundraising, and Gail Perry, the brain behind Fired-Up Fundraising. Together, by way of a six-week live webinar extravaganza, they'll be guiding you toward supercharging your year-end fundraising. Not only that, but they've called other industry experts to the podium. You'll receive a wide range of tools to add to your arsenal over the duration of this course -- materials that are guaranteed to work for your nonprofit.

Q. Why should I register now?

A. Because time is of the essence, and before you know it, we'll be ushering 2017 on in. Do you really want to be wondering what you could have done differently -- what you could have done better -- this year? See, while many fundraisers may be aware that December is the season of giving, here's what many don't know: 70% of annual funding happens in the last six weeks of the year.

And 33% of December gifts happen during the last two days of the month.

Tell us, wouldn't you like in on that? Despite only five short, fast months to go, you still have an opportunity to make 2016 your best fundraising year ever, and with our detailed, implementable roadmap, Gail and I are here to help you get there. Furthermore, this is a grand opportunity for you to get your entire organization on board, working, learning, and creating amazing change -- together!

Q. What exactly does Your BEST EVER Year-End Fundraising Campaign involve?

A. This webinar course involves seven consecutive live webinars that are intended to be reviewed in the order in which they are received, as well as supplemental recorded webinars and bonus materials. The content involved is not only easily digestible, but accessible. You'll have plenty of opportunity to ask the questions that apply to your organization during each Q & A.

Here's what you can count on when you follow the clear, step-by-step roadmap laid out for you in this program. You'll have a plan for...

- How to find your best story for your best year-end campaign
- How to renew your lapsed donors with special appeals
- How to stretch those year-end gifts
- How to develop an integrated campaign
- How to craft an emotional story that will appeal to the most hardened heart
- How to move up those mid-level donors
- And more -- much more!

Q. I'll be at a conference for the September 13th training. How do I handle that?

A. Someone else on your staff can attend in your place if you'd like. And you'll be receiving the full recording of every live webinar as well.

Q. Is there any outside support available in case I have questions or feel a little...lost?

A. Besides six jam-packed weeks of webinars teeming with invaluable expertise, there are multiple lines of communication open between you and us. First off, there's a golden opportunity to join a Facebook group created especially for this course, and we highly recommend it. This group will serve a space for you bounce ideas off of us and ask us any questions you may have, as well as give you a chance to see how your fellow classmates are making the course work for their organizations. You'll also have personal phone and email access to me, even weeks from now, to answer any questions you might have on your year end campaign. I'm with you every step of this journey.

Q. I love that in your Basics & More™ classes we have the option of adding team members to receive the individual modules. Can more than one person from our organization attend the live webinars?

A. Unfortunately we can't do that for this course because of the cost of the GoToWebinar seats. But every training will be recorded, and you're encouraged to share with all your team members.