

Ignited Fundraising™ Solution

Customized Fundraising *Action* Planning Session

- Deeply engage board, staff and community volunteers in their role to increase awareness & steward donors.
- Establish clear messaging or refine current messaging while learning to utilize storytelling as a fundraising tool.
- Create an action plan that ignites an annual fundraising program. The action plan will build on the strategic plan (if there is one) or help launch a fundraising campaign of any kind.

Session Will Help Attendees:

- ✓ Understand the importance of using, and spend time identifying, clear, bold word choices to describe the important work of your organization.
- ✓ Understand board & staff roll of knowing & sharing mission-focused impact stories.
- ✓ Clarify your visionary “money story” – different from knowing your budget numbers. [Money story: what it *truly* takes to deliver your work/]
- ✓ Clarify next steps for reaching successful annual fundraising and awareness-building goals.

How:

Onsite customized sessions delivered with PowerPoint slides and interactive discussions.

Sharing of powerful, simple tools for donor retention & acquisition; fundraising theory and giving statistics; communication strategies for staff *and board members*, to cut through nonprofit noise.

Sessions include “work time” to create an ***action plan*** for the next 6 – 18 months.

Session length: 4 to 7 hours (May include meal break)

Requirements: 80% board participation required to conduct a session.

Investment: \$7500 – 6 to 8 hours

\$5000 – Up to 4 hours

Included:

- Minimum of one-hour prep meeting with key leadership
- Highly customized session that includes building on current strategic plan and/or existing fundraising plan and previous 5-year donor giving history.
- Follow-up Action Plan outlined in a Client Service Report sent within one week.
- Two hours of follow-up coaching in-person if local, otherwise via webcam.

NOTE: This is Lori's more often requested training. One Action Planning Session is delivered per month. Dates are scheduled 4 to 6 months in advance.

