



2018 Schedule of Courses¹

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 2018 fundraising plan and a case statement that produces exceptional results for your nonprofit.

Four weeks.

Your Donor Engagement System

Still burned out from year-end fundraising? Learn the secrets behind communicating better - and more often - and you'll raise more throughout the year. *Your Donor Engagement System* will guide you through creating a 12 to 24 point donor touch plan guaranteed to keep your supporters engaged and giving throughout 2018.

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.

Revenue Generating Nonprofit Newsletters

¹ Courses subject to change.

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 three premium recorded trainings from Erica Waasdorp.

Four weeks.

Your Spring Direct Mail Appeal

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

Four weeks.

April

The Power of Thank You

This newly revised course will 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, to using the power of your website and social media, 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, ACFRE as well as an extensive collection of examples of direct mail bequest marketing from nonprofit organizations just like yours.

Four weeks.

Crowdfunding - How to Win Friends & Influence Donors

If you're ready to share your story with a larger audience than you ever dreamed possible, our all new Basics & More™ course will guide you step-by-step in successfully launching (and crushing) your crowdfunding campaign.

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

Raise More Money With Donor Surveys

Donor surveying will help you uncover your best planned, major, and even monthly giving prospects. And if you're planning a capital campaign any time soon, you should start with a survey.

In the newest course in our roster, *Raise More Money With Donor Surveys / Basics & More™*, you'll discover how to raise more money by actively listening to your donors.

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.

Your Best Year-End Fundraising EVER: The System

- Via seven live webinars we present a clear, step-by-step roadmap for year-end fundraising. This premium package include:
- How to find your best story for your best year-end campaign
- How to renew your lapsed donors with special appeals
- How to stre-e-e-tch those year-end gifts
- How to develop an integrated campaign
- How to craft an emotional story that will appeal to the most hardened heart

A \$249 value included with the Basics & More™ Ticket.
Six 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.

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.

Microsoft Word - Mail Merge & Forms

Are you sending out a one-size-fits all letter...because you don't have the resources for a mail house and you can't figure out the latest version of Word? Join us for this three-week intensive where you'll learn how to take nearly any document and merge them with Excel, csv, txt, or any database to create custom letters, labels, cards (any size/shape), postcards, envelopes and directories. You'll also discover how to create fill-able forms.