Monday, March 6, 17

Motivate
Monday

MARCH 6, 2017
GoToWebinar support phone number is 1-800-263-6317

Archived Motivate Mondays can be found at http://basicsandmorefundraising.com/motivate-monday/webinars/
Every Monday we'll...

- Share a win
- Quick tip with download
- Q & A
If you're on Twitter...

Use the hashtag #NPmotivatemonday
Win #1

We are moving out of the dark, dingy, mold-infested office space that we have had for over 6 years for free (it is a church basement, and we are grateful for them) to a wonderful, sunlight filled because there is a window, space on the 4th floor of a very clean, professional office space - paying half the cost in rent because this place believes in our mission!!
Stephanie
After we implemented the simple Reply sheet recommended in one of your webinars after just three months we've already added 40 new monthly donors! Thanks so much Pam!

Karen
Win #3

We recently received a $20,000 grant from a first-time foundation partner, which is outstanding not only because that's a really significant sized grant for us, but also because this was our third year to apply! Practice makes... well, not perfect, but it gets you places!

Emily
Win #4

Since starting my new role as Development Director (7 months ago), I've instituted the increase of handwritten thank you notes for middle and major donors and that appears to be helping. Our year end giving with key major donors increased as well as their participation in some events and our staff are loving the personal touch it.

Heather
“Of course you’re tired. Changing the world is an exhausting business.”

Fundraising is a Team Sport and You Are The Q-Back

Joan Garry
AVAILABLE TODAY!!!!

WWW.NONPROFITSAREMESSY.COM
4 Important Reminders
- Your passion for the mission must be greater than your fear of asking.

It makes people feel good to give money to causes they care about.

Fundraising is noble.

Asking for $ is not terrifying.
Before You Fire Your Development Director Checklist
1. When was the last time the Executive Director made a direct ask for money to an individual or foundation?

2. Does your board have a fundraising committee?

3. Is your board chair or your Development committee chair actually an enthusiastic fundraiser? Or does she have the right attributes?

4. When was the last time your board had a fundraising training?

5. Is Development on the agenda of EVERY SINGLE board meeting?
6. Does each member of your board fill out a fundraising plan at the beginning of every year?

7. Is the person leading your board member recruitment efforts a reluctant fundraiser?

8. Does everyone in your organization just absolutely love special events?

9. Did the E.D. or board add revenue to the budget and you protested?

10. Does your organization have a clear direction, tangible evidence of success and a few really good stories to tell?
Credible Messenger + Compelling Story = $$$$$$$
Nonprofit work is joyful

even on the bad days
"Can’t somebody just write a book about how to deal with this mess? “

Somebody did!

Joan Garry’s Guide to Nonprofit Leadership: Because Nonprofits Are Messy

John Wiley and Sons, Inc
Starting and Growing a Monthly Giving Program
Awakening Your Sleeping Giant

Erica Waasdorp
President A Direct Solution

Monthly Giving | Basics & More™
Registration Ends Friday

Monday, March 6, 17
How To Make Your Newsletter Raise Money and Retain Donors
With Steven Screen

Simple Development Systems Member’s Exclusive LIVE Webinar | How to Make Your Newsletter Raise $$ & Retain Donors

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AWESOME JOB AND KEEP IT UP