Motivate Monday

WITH PAMELA GROW

Share your wins
Jumpstart your week
Get inspired!

www.pamelagrow.com
GoToWebinar support phone number is 1-800-263-6317
When you come across a new prospect for your non-profit... do you have a step-by-step process for turning them into a donor?
Miss a Motivate Monday?

basicsandmorefundraising.com/motivate-monday/webinars/
Every Monday...

- Share our wins
- Get a quick tip (sometimes with a free download)
- Q & A
- Celebrate you!
If you’re on Twitter...

Please tweet this presentation using the hashtag #NPMotivateMonday
Win #1

We got a grant from a foundation that hadn’t given to us since 2010, and they gave us $20K more than we asked for!!

BRENNA
Last week to register!
Announcing

Basics & More™

On-demand trainings for nonprofit professionals.

From Pamela Grow and the Basics & More™ Team
Prior to launching Garecht Fundraising Associates, Joe was the founder of The Fundraising Authority, the world’s largest provider of online fundraising training for non-profit organizations.
Why You Need to Systemize Your Fundraising... This Year!

Presented by Joe Garecht
President, Garecht Fundraising Associates
Joe Garecht

✓ President, Garecht Fundraising Associates
✓ Founder, The Fundraising Authority and The Non-Profit Fundraising Digest
✓ Author of The Non-Profit Fundraising Formula and How to Raise More Money for Any Non-Profit
What they are.

Why they matter.

Why you need them at your non-profit.

Fundraising Systems!
Fundraising at Most Organizations...
What is a Fundraising System?

- It makes your fundraising knowable.
- It makes your fundraising scaleable.
- It clarifies decision-making.
- It has defined roles.
- It conserves resources.
- It can be represented schematically.
Common Types of Fundraising Systems

- Prospecting System
- Cultivation System
- Ask System
- Stewardship System
- Donor Communications System
- Events System
- Online Fundraising System
- Board Engagement System
Start With...
Board Member Suggests Prospect

Staff Gathers Information and Preps for Introduction

Board Member Makes Introduction via E-Mail

Staff Replies to E-Mail and Sends Intro Packet to Prospect

Staff Sends Invite to Non-Ask Event

Board Member Follows Up via Phone to Invite to Non-Ask Event

Attend? Y/N

Y:
- Send Newsletter w/ Note
- Make Ask

N:
- Call to Set Up One-on-One Mtg
- Make Ask
Questions?
Thank you for being here.

MAKE IT A GREAT WEEK!

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