

STRATEGIC FUNDRAISING COACH

**When people believe in the potential
of something, they give.**





Skill building through individual coaching

is the most effective way to ensure
fundraising improvement.

One-on-one coaching is an extremely flexible format and scheduled on an as-needed basis.

Steady guidance and support will be provided every step of the way, sharing best practices based on research and my personal experiences.

Examples of exemplary fundraising documents and materials will be shared. In our training sessions, we bounce ideas around, ask questions, strategize next steps and troubleshoot, while you get meaningful feedback and expert fundraising advice. I will provide you with encouragement as you experiment and implement what you have learned, and bring you exceptional ROI.

Each time we talk, we will review your progress and discuss the next steps to get you to your goal. At the end of each session, you'll agree on the tasks to complete before our next session. I will keep you energized and inspired, and provide you with the guidance you need to do your work with excellence.

Time Frame

The coaching is tailored to fit your individual needs, so the length of our involvement is entirely up to you. I will work with you for as long as you see benefit from working with me.

Custom-Designed Workshops for Nonprofit Boards

When I talk to board members about fundraising, I often hear "Oh, I could never do that. I hate asking people for money." Well, if that's what it was about, I would hate it too! Who wants to do that? Fortunately, that's not what we do. We don't ask people for money. We help people connect to a mission that moves them. We show people how to use their resources to make the world a better place.

How do you actually do that? During these workshops, you will gain a new perspective, learn new skills, build confidence, and understand the many ways you can support fundraising without having to solicit. You will be engaged as a team, sharing in the process - and the success!





STRATEGIC FUNDRAISING ACADEMY

Customize your lesson plan around your specific needs. Learn what you need, when you need it, through personalized coaching. Jump-start your fundraising success with these lessons, simple tools and templates.

You will have the opportunity to listen, discuss, practice and read within each topic area. You will be provided with a collection of resources and tools curated to teach best practices and reinforce success.

LESSON 1 - PHILOSOPHY & ETHICS

LESSON 2 - FUNDRAISING FUNDAMENTALS

LESSON 3 - PREPARING FOR SUCCESS

LESSON 4 - DONOR RELATIONS, STEWARDSHIP, STAGES & CYCLES

LESSON 5 - ANNUAL SUSTAINABILITY

LESSON 6 - PROSPECTS & PORTFOLIOS

LESSON 7 - MAJOR GIFTS

LESSON 8 - SOFTWARE, RESEARCH, BRIEFINGS & CONTACT REPORTS

LESSON 9 - BOARDS & VOLUNTEERS

LESSON 10 - SUCCESSFUL SOLICITATIONS

LESSON 11 - PLANNED/LEGACY GIVING

LESSON 12 - EVENTS

LESSON 13 - STRATEGIC SPONSORSHIPS

LESSON 14 - CAPITAL, ADVANCEMENT, & ENDOWMENT CAMPAIGNS

LESSON 15 - ENGAGING GEN X & MILLENNIAL DONORS

LESSON 16 - GRANTS & SCHOLARSHIPS

LESSON 17 - METRICS & ACCOUNTABILITY

LESSON 18 - DEVELOPMENT CAREER COACHING

By your side. Serving your mission.

It's not about the money

The pursuit of money will never inspire gifts of significance. I've always believed this, and it's always been true. I never twisted people's arms to give, or tried to guilt them into a gift. I get to know people and discover what they would like to accomplish with their money that would be meaningful to them. Then it's a joy for them, and for me, too!

Believe and you will succeed

You have to believe. You can't fake it. If you honestly believe in your organization, and have faith in the leadership, your passion will shine through. Belief is contagious. When people believe in the potential of something, they give. (And if you don't believe, it's time to look elsewhere.)

Generous people are happy people

People who are generous with their money or time, or with their relatives and neighbors on a regular basis, tend to be happier and healthier than those who hold tightly to their blessings. Fundraising can be an enjoyable, rewarding experience, because you are working with people while they are experiencing the joy of giving!

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