

FUNDRAISING IS A TEAM SPORT

CUSTOMIZED TRAINING



Board of Directors, Advisory Council, Development Committee, Staff



4-6 Hours (1-2 sessions)



Build upon your commitment to the mission and provide you with the knowledge and tools to become a willing, effective, and **EXCITED** member of the fundraising team.

Training Outline *"Our Playbook"*

I. Fundraising Is A Team Sport

- ▶ The more people on the team, the greater chance of success

II. Why do I need to be on the team?

- ▶ Board roles and responsibilities
- ▶ Who else is on the team?

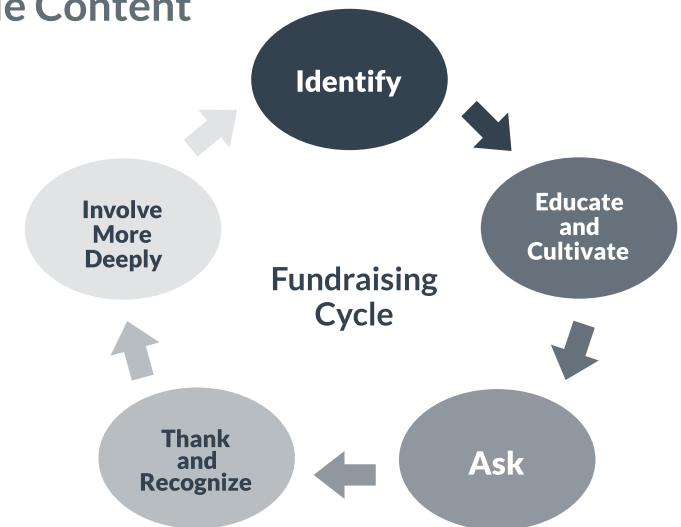
III. How do I play?

- ▶ Fundraising Cycle
- ▶ Someone needs to ask - asking with confidence and overcoming objections
- ▶ Prospect Identification

IV. What tools and knowledge do I need to play well?

- ▶ Psychology of Fundraising
- ▶ Ability to make the case
- ▶ Knowledge of organizational finances
- ▶ Professionally designed materials
- ▶ Campaign Plan/Development Plan

Sample Content



Prospect Identification

- ▶ ABC's of Who's a Prospect
- ▶ Prospect Identification Exercise

Thank and Recognize

- ▶ 5 Actions for Solid Donor Retention
- ▶ Creative Ways to Say Thank You!

Psychology of Fundraising

- ▶ Why Are We Reluctant Fundraisers?
- ▶ Why Do People Give?
- ▶ Donor-Centered Approach



**Bull
Moose
Group**