

# ANIMAL RESCUE FUNDRAISING (ARF) CLUB



## Training Schedule

Every month, we'll tackle a specific fundraising topic that you need to master. We'll give you exactly what you need to know and walk you through the steps to put your new knowledge into action. Here's the content lineup:

Month	Training topic	Free download
January	Where to Find Your Next 100 donors	Sample New Donor Welcome Kit
February	The Secrets to Finding Grants and Getting Them	List of Top Grants for Animal Rescue
March	Words That Work: How to Tell Your Compelling Story	Killer Elevator Speech Formula
April	Donor Relationships 101: How to Build Lasting Connections Without Feeling Manipulative	Cultivation Plan Template
May	How to Raise Money With A Donor Newsletter	Email Newsletter Template
June	Social Media Best Practices	Facebook Posting Schedule
July	Direct Mail Dos and Don'ts: How to Raise Money Through the Mail	Fall Appeal Draft
August	Fire Up Your Board For Fundraising	Board Engagement Plan
September	Get the Most From Year-End Fundraising	Year-End Fundraising Plan
October	Special Event Tips and Tricks: Raise Big Bucks Without Working Yourself Ragged	Corporate Sponsor Letter Sample
November	How to Thank Your Donor Into the Next Gift	Sample Thank-You Letter
December	6 Simple Steps to a Written Fundraising Plan	Fundraising Plan Template

*Watch for bonus webinars, examples you can swipe ideas from, and more!!*

