



GET FULLY  
FUNDED

## EXPERT FUNDRAISING COACHING

Your nonprofit exists to make a difference.

And what you've figured out fast is that you need money to fund your programs, add staff, and change more lives.

The things you've tried so far just aren't bringing in the big bucks. Or you don't know where to start. You're willing to work hard, but you don't know what to do.

That's where Expert Fundraising Coaching comes in. You get my full attention on your nonprofit so you can:

- Identify low-hanging fruit and **opportunities for immediate funding**.
- Develop a **donor communications strategy** to keep more donors giving.
- Craft a **customized fundraising plan** to fully fund your budget from now on.

### YOU NEED EXPERT FUNDRAISING COACHING IF...

**You feel stuck and just can't figure out how to find your way out.** When you choose Expert Fundraising Coaching, you don't have to worry anymore, because we will help you figure out the plan and all the action steps to help you reach your goals. You get to

- ✓ **Tired of searching for answers.** Our team of experienced professional fundraisers will mentor you and give you the info you need as you need it. You no longer need to read everything you can get your hands on or attend every possible free webinar to find something that will work.
- ✓ **Wondering what you're doing wrong.** With a coach beside you helping craft every ask and every communication, you'll feel confident that what you're doing will work. There are no more DIY disasters - we'll keep you on the path to success!
- ✓ **Wish you knew what's working for others.** We'll share the inside scoop tweaks and tips that other nonprofits are using to reach their goals and even go beyond!

## WHAT YOU GET

- ✓ **Fundraising Opportunities Assessment.** We'll take an in-depth look at everything you're doing to see what you need to do more of and what you should let go of (if anything). We'll look for missed opportunities that are right under your nose, ready to be leveraged!
- ✓ **Customized funding strategies.** We'll pick fundraising strategies that meet your funding needs and play to your strengths so you're never too far outside your comfort zone.
- ✓ **Comprehensive Revenue Roadmap.** Once we understand your nonprofit and your goals, we'll help you draft a written, detailed fundraising plan, complete with donor acquisition goals, revenue projections, and a summary calendar so you can see all the moving pieces at a glance. We'll work on several critical components, including:
  - **Integrated Ask calendar** so you know when you're asking for money during the year and how everything fits together for a year-long arc of asks.
  - **Donor Relationship approach** so you can thank, steward, and inspire people to keep giving, year after year.
  - **Marketing & Messaging design** so you can stop being the 'best kept secret in town' and find plenty of new people to join your donor family.
  - **Grant strategy** so you know which grants you're going after and what you'll ask for.
  - **Event plan** so you know how to get the most from the time you spend on fundraising events.
  - **Monthly Giving blueprint** to create predictable revenue from monthly donors.
  - **Volunteer systems** so you know what you need help with, who you need, and where to find them.
  - **Board Engagement techniques** to get your Board members involved in fundraising without dragging them into it.
- ✓ **Implementation support.** As you start to work on your new plan, we'll be right beside you to guide you. You'll never again feel like the Lone Ranger - your coach is just an email or phone call away! During implementation, we'll talk to you about systems, processes, and policies that can make your work easier and more effective in the long run.
- ✓ **Access to our network.** As we run across resources that are perfect for you, we'll share them. We'll connect you with folks who can be super helpful to you or who can bring you additional opportunities.
- ✓ **Swipe files, templates, and checklists.** Life gets easier when you have examples to follow, fill-in-the-blank templates, and checklists to make sure you haven't forgotten anything. We have a whole library of these ready to share with you!
- ✓ **Icing on the cake.** We'll give you copies of our notes from our coaching sessions, personal review of your materials, 24-hour response to email, priority access on monthly Coaching Zone sessions, and priority scheduling for your coaching appointments.



## BONUSES!

We've got lots of extra goodies to round out your experience and help you get the biggest possible results.

1. **Recommended Reading List.** Find out what books you should be reading to refine your skill and mindset.
2. **Subscription to Fundraising TV.** Get access to the BEST fundraising training program in the world! Learn how to fund your mission in 10 minutes a day with our laser-focused, on-demand videos. Be part of the Fundraising TV community and find peers who are also trying to build a small nonprofit to share your journey.
3. **1 ticket to Inspired Fundraising Retreat.** Join us for this live event where you'll learn how to keep your donors inspired and giving. Through hands-on exercises, you'll learn what it takes to raise the money you need.
4. **Surprise gifts!** We have several things planned to surprise you during the year. Keep your eyes on your mailbox because you just never know when they'll show up.

## DON'T TAKE OUR WORD FOR IT!

"The work that Sandy and her team did with Adopt-A-Dog was incredibly impactful. Within a few short weeks we saw results in our fundraising, both in bringing in new donors as well as stewarding existing ones better. We got a clear plan for solicitations, help using our social media better for fundraising and adoption posts, and a review of our many events to see which work and which don't. As a result of working with the team, we have developed a much more sophisticated fundraising and marketing program and we are now bringing in a lot more money! In fact, by May, **we were up 25% over last year, putting us in the black during a typically difficult time of year for fundraising!** We would not have seen this kind of success without Get Fully Funded."



Kris Alouisa, Executive Director, Adopt-A-Dog, Armonk, NY

## HOW IT WORKS

After you sign up, you'll receive our detailed **Fundraising Opportunities Assessment** by email and you'll have about a week to complete it and return it before our **VIP Kick-Off Session**.

During our VIP Kick-Off Session, we'll spend about 2 hours going through the assessment, so we can completely understand your nonprofit and your **unique challenges**.

Next, we'll draft your **Comprehensive Revenue Roadmap** with you, saving you a ton of time looking for the perfect format. Then together we'll fill it in and refine it until the strategies feel right for you while meeting your nonprofit's funding needs.

From there, we'll schedule **3-4 coaching calls** per month so we can keep you moving forward.

You'll get phone and email access to our team in between sessions, so you never have to sit with unanswered questions very long or wonder what you should be doing.

## MEET YOUR COACH, SANDY REES

You'll be working with Head Fundraising Coach Sandy Rees who has more than 20 years of experience in raising money for nonprofits – both small and large.

Her experience includes raising money for Knox Area rescue Mission, Second Harvest Food Bank, several kids' programs, animal welfare, and much more. She's the author of several books, is an avid blogger, and an international presenter. Sandy is all about practical, proven strategies and helping people build their knowledge, skill, and confidence in fundraising. She believes that every small nonprofit can raise the money they need with the right donors, messaging, and Asks.



## YOUR INVESTMENT

The value of the individual pieces of this coaching program is well over \$50,000. But we want to see you get the help you need without breaking the bank.

That's why our fee for Expert Fundraising Coaching is **\$24,00 or \$2,000 per month for 12 months.**

Why 12 months? There's a LOT to do to set up the kind of sustainable fundraising we want you to have. A year gives us the chance to get through an entire year of fundraising together and also do the really deep work of donor-based fundraising.

**It's a simple and wise investment into the future of your organization and in the lives of those you serve.**

## GUARANTEE

This is a 12-month commitment. We are bringing our best to you for an entire year. We know this works if you do the work. If within the first 30 days you realize this isn't for you or you aren't satisfied, we invite you to talk to us, show us the work you've done and if this truly is not working for you, we'll be happy to cancel your agreement and refund your first payment.

## NEXT STEPS

Because of the in-depth nature of this work, we only work with a few clients at a time, and our client spots tend to stay full. If you'd like to move forward, here's what your next steps look like:

- We'll draft a short **work agreement** and send to you for your review and signature.
- Once we get that back, we'll schedule your **VIP Kick-Off Session** and send you the **Fundraising Opportunities Assessment** to complete and return.
- We'll also send you an **invoice** (we take checks and all major credit cards) so you can take care of your first payment.

Ready to get started? Got questions? Email [Support@GetFullyFunded.com](mailto:Support@GetFullyFunded.com) or call us at **865-657-9915**.