

A photograph of two women smiling in front of a wooden bookshelf. The woman on the left has short brown hair and is wearing a bright blue short-sleeved top and a long necklace with white flower pendants. She is holding a pair of glasses. The woman on the right has long blonde hair and is wearing a green top and a necklace with a small pendant. The bookshelf behind them contains various items: a globe on the top left, a small potted plant, a notebook with the text "Every moment matters", a glass jar, a book titled "HAPPINESS IS A WARM BLANKET.", and several books on the lower shelves. A red bowl with white bone-shaped decorations is also visible on the left side of the shelf.

# ***Done-For-You Fundraising Services***

with Get Fully Funded



***Your nonprofit  
exists to change  
lives, not to  
fundraise.***

You need to raise more money than ever before to fund your programs. But how do you grow your revenue when you're already doing everything you know to do?

What you need is an expert fundraising team in-house who can create a new plan and execute it for you.





***You don't  
have time.***

***We do.***

By handing off the fundraising strategy, planning, and writing to us, you'll

- **Save time** you can use to focus on other things.
- **Shortcut the process** and **build your revenue faster** because we know what works.
- **Serve more people/animals** in your programs, providing much-needed help.

# ***What Done-For-You is all about...***

You get to (finally!) delegate all those pesky fundraising tasks off your plate so you can stop worrying about how you're going to get everything done. And you can stop wondering if you're doing it right.

It's like hiring a seasoned fundraising professional, only better because you get TWO fundraising veterans to write your grants, your appeals, your fundraising plan – everything you need to significantly grow your revenue streams this year.





## ***How it works:***

We'll start by doing an in-depth assessment to get a feel for your nonprofit and your fundraising potential.

We'll determine the right fundraising strategies for you, develop a fundraising plan, then get busy executing it.

We'll schedule 3-4 Progress Calls per month so we can give you an update on what we're doing and share information back and forth.

You'll get phone and email access to our team in between calls so we can share updates in real time.

# *What we'll **DO** for you:*

- Review your **Fundraising Opportunities Assessment** to identify strengths, areas for improvement, and immediate funding opportunities
- Calculate your **Core Number**
- Craft your **key messages** for marketing and fundraising
- Research grant opportunities and create a **grant deadline calendar**, identifying which foundations to apply to and how much to ask for
- **Review your website** and make recommendations for changes
- Review your **fundraising numbers** each month and interpret what they mean
- Craft a **Monthly Giving plan**, including naming it, starting it, growing it, and thanking donors
- **Train your Board** on their basic roles and responsibilities, and how to best engage in fundraising
- Create a **list of media contacts** in your area
- Compile a list of **potential groups** you could speak to

# *What we'll **PLAN** for you:*

- **Annual Fundraising plan**, including revenue projections
- **Marketing plan** for raising awareness
- **Donor Acquisition plan** for finding new donors
- **Donor Acknowledgement plan** for thanking donors RIGHT
- **Annual editorial calendar**, outlining all donor communications for the year
- **Year-end fundraising plan**, including asks, Giving Tuesday, Christmas/Holiday greeting email, last-minute emails, and New Year's email
- **Donor Stewardship Plan**, including warm touches
- **Major donor strategy** and cultivation plan
- **Signature event strategy**
- **Volunteer plan**, including recruitment, orientation, supervision, and acknowledgement
- **Board engagement plan**
- **Social media plan**, including the kinds of info to share and a posting schedule

*What  
we'll  
**WRITE**  
for you:*

- **Case for Support**, identifying the main reasons someone might give
- **Elevator speech**
- All your **grant applications** and Letters of Inquiry
- All your **donor newsletters**
- All your **fundraising appeals**
- Updated **thank-you letters**
- Evergreen **social media posts** and schedule them to post
- Scripts for a **donor thank-you note** and a **donor thank-you call**
- **Annual Report**
- Annual **Tax Summary letters** for donors
- **Corporate Sponsor invitation** for your fundraising event
- **Press releases** for your events and milestones
- **Speaker One Sheet**
- **“How You Can Help” sheet**
- **Policies** you may need to run your fundraising efforts



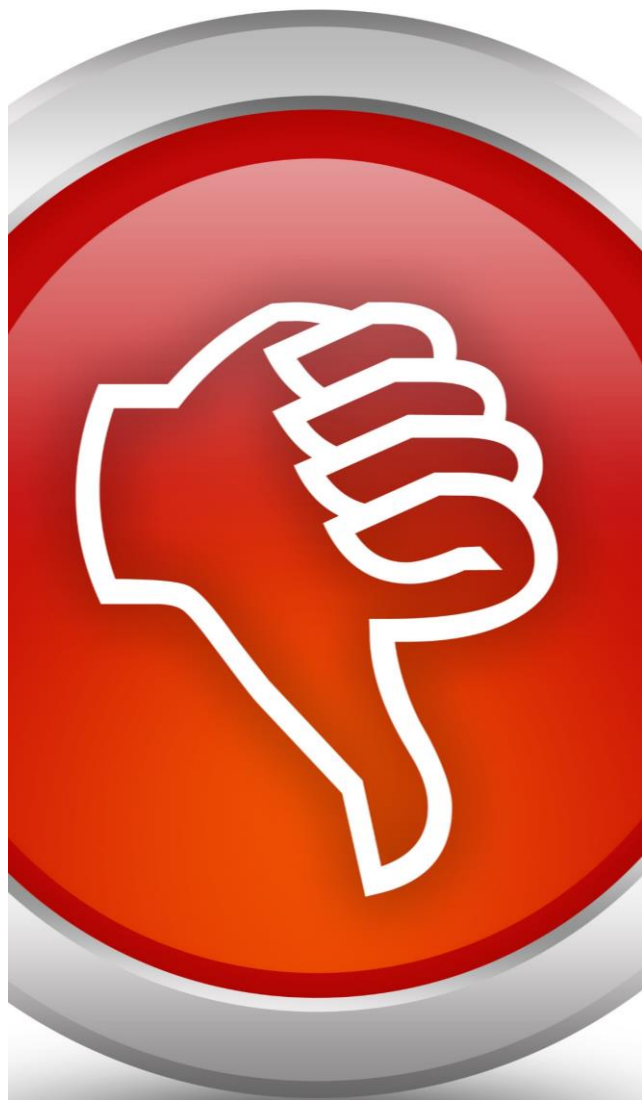
***You'll still  
have to:***





## ***This is right for you if...***

- Your nonprofit is Stage 3 or 4 on the Fundraising Success Path.
- Your **mission is clear and compelling**, and appeals to a large enough audience to support the work.
- You understand the **importance of relationships** in fundraising and are willing to help build them.
- You're not stuck in old ways; you're **willing to learn** and try new things as appropriate.
- You're able to **provide the info we need** to do our work quickly.
- You use an **online donor management system** and are willing to give us access.
- You're **comfortable on video** and **willing to do Facebook Live**.
- You have a **good Board** full of people who are ready to help with fundraising.
- You're able **to afford the financial investment** for the service.



## ***This ISN'T right for you if...***

- Your nonprofit is **new or young** and **you don't have a donor list**, established social media platforms, and some successful fundraising already happening.
- Your **cause is so narrow** that there aren't enough people who are interested in supporting it.
- You are **looking to completely hand off fundraising** and want nothing more to do with it .
- You **don't want to participate in fundraising activities** of any kind and you don't value relationships with supporters.
- You **can't afford the financial investment** for the service.

## ***What they said...***

“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 ended the year with a 12% increase in donations**, thanks largely to Sandy and her team.”

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

*Up 12% in  
2019, adding  
\$101,164 to the  
bottom line!*





# ***Meet your new fundraising team...***

You'll be working with Head Fundraising Coach Sandy Rees who has been raising money for small nonprofits since 1998.

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.



You'll also be working with Senior Fundraising Coach and Grant Guru Leah Holt who has more than 12 years of experience in raising money for nonprofits – both small and large.

As a grant writer, she's raised millions for organizations like Habitat for Humanity and Hands On Nashville. As a fundraising coach, she calls on her experience as a Director of Operations, Program Manager, key member of experienced fundraising teams, and Volunteer Manager to help clients get their systems in place, find extra help, develop and implement donor relationship approaches, and plug the gaps in their fundraising mix. She's passionate about generating much-needed resources for nonprofits to help them achieve their missions and positively impact communities.



# ***Your investment***

If you had to hire someone with our combined skill and experience, you'd probably spend close to \$100,000.

With this service, you'll pay much less than that.

Your investment for our Done-For-You fundraising service for the year is **\$60,000/year or \$5,000/month.**





## ***Results we want for you***

We can't guarantee what results you'll get (because our Magic 8 ball is broken). But here's what we want and will be working toward for you:

- **3-5 x your investment**, adding \$180,000 - \$300,000 in new revenue to your bottom line
- **Double your donor base**
- **Increase your donor retention rate**



# ***Guarantee***

We guarantee this service!

If within the first 30 days you realize this isn't right for you or you aren't satisfied with the level of service we provide, let's talk. If we can't work it out and we all agree it's not the right fit, we'll be happy to cancel your agreement and refund your payment.





# ***Why we do what we do***

When you know how to raise money the RIGHT way, you can easily fully fund your work, have fun doing it, and change more lives, ultimately changing the world.

We want to make a BIG difference in the world, and helping you fully fund your nonprofit is the best way for us to make the kind of impact we want to make.




# *Reasons why our clients **almost** didn't invest...*

**Afraid to invest the funds.** I get it. Sometimes I'm hesitant to invest big, too. For the right nonprofit, we're looking to generate **3x or 5x return** on your investment. That's a significant amount of money and could change the game!

**Scared this won't work for them.** Many folks tell me "My nonprofit is different" and they're afraid that what works for others won't work for them. More than 99% of our clients see positive results from working with us and most see AMAZING results in the number of new donors and the amount of extra money we help them raise.

**I think I'll wait until** (start of fiscal year, new program is started, new Board in place, etc.). This is an excuse, plain and simple. If you wait to make the decision, you're postponing both the expense AND the growth that can happen. More importantly, you're making people WAIT to get help from your nonprofit.





simplify  
eliminate  
automate  
delegate

## ***Ready to get started?***

Great! Here's what happens next:

1. We'll draft a **short work agreement** describing the scope of this work and send it to you electronically for your review and signature.
2. We'll check to see if we need to **register as "Fundraising Counsel" in your state**. Don't worry – we'll take care of it (there's nothing you need to do).
3. We'll schedule your **VIP Kickoff Session** and send you the "Fundraising Opportunities Assessment" to complete.
4. We'll learn everything we can about your nonprofit so we can **draft your fundraising plan, start your grant research, and begin raising money!**

## ***A note from Sandy...***

I can't stand to see people struggle to raise money.

It's just not necessary.

Our mission at Get Fully Funded is to build the fundraising skill and confidence of nonprofit directors so they can raise more money and change more lives. And have more fun doing it!

I know this is a huge opportunity for you. It's BIG. And it's scary.

But if this is the right next step for you, take it boldly. Together, we can make magic happen!

Hugs,

*Sandy*

