

How to Get Your Nonprofit to Pay for Your Fundraising TV Membership

Many times, people join Fundraising TV and pay for it themselves, thinking this will be their contribution to the nonprofit. However, that responsibility can get heavy fast. And truly, the nonprofit needs to pay for its team's professional development.

So, we're offering this page as support for those who want to explain to their Executive Director or Board why the nonprofit should pay for it.

Top Reasons Why Your Nonprofit Should Pay for Your Professional Development (including Fundraising TV):

- 1. Professional development is an investment** in the current and future success of your nonprofit. It represents the leaders' commitment to the future of the organization.
- 2. It supports you.** When a nonprofit is young, team members often pay for things themselves. But as the organization grows, professional development needs to become a priority, so paying for you to participate in Fundraising TV shows the organization's commitment to YOU, which can build morale and strengthen your dedication to the organization.
- 3. It strengthens the organization.** When your skill and knowledge grow, it makes the nonprofit stronger, ensuring its future. It builds the capacity of the nonprofit to raise the funds it needs.
- 4. It supports those you serve.** The more money you raise, the more lives you can change. Fundraising TV shows you how to raise money in real, practical ways that will work both now and for years to come so you can expand programs, start new programs, eliminate a waiting list, or do something else to further your nonprofit's mission.

Ways Your Nonprofit Can Pay for Your Fundraising TV Membership:

- 1. Ask a donor or Board member to pay for it.** At \$39/month, it's a small investment that a donor might be happy to cover for you.
- 2. Hold a quick fundraiser with a goal of \$500,** which will more than cover a year's membership. This could be a house party, peer-to-peer fundraiser, Facebook fundraiser, etc. Explain that this is an investment in the future of the nonprofit.
- 3. Charge it on a credit card** then maximize everything you can learn from Fundraising TV so

you can pay it off fast! Not only will you learn something cool, but you'll basically borrow money to fund your new knowledge. And a quick win will make you feel great!

How to Present This Idea to Your Board:

1. Share how excited you are to get better at fundraising. After all, the more money you raise, the more lives you'll save. (Truthfully, THEY don't want to raise money, so they should be happy to help you get better at it!).

2. This is an investment, not an expense. When you pay the light bill at the end of the month, your usage of that electricity is over. But when you pay your monthly Fundraising TV membership, you'll get knowledge, skills, and ideas you can use over and over again to raise money. You don't lose knowledge - once you learn something, it's yours forever.

3. You'll get access to a knowledge base and supportive community. You will be able to see dozens of samples from other organizations so you never have to start from scratch when creating something. Plus, you'll get step-by-step instructions on how to run fundraisers, recruit Board members, ask for donations and much, much more. You'll be able to ask questions of our Fundraising Coaches and connect with the rest of the Fundraising TV community through our private Facebook group.

4. It's risk free. You can cancel anytime, so if things change, you're not locked into any contract.

Learn more about Fundraising TV and sign up at www.GetFullyFunded.com/FRTV.