



GUIDED FUNDRAISING COACHING

You're trying to make a difference.

You just need more money to do it.

You're willing to work hard, but you don't know what to do...and you're frustrated.

That's where Guided Fundraising Coaching comes in. With Guided Fundraising Coaching, you get our expertise and help so you can accomplish activities like:

- Crafting a **customized fundraising plan** to fully fund your budget from now on.
- Developing a **donor communications strategy** to keep more donors giving.
- **Building deeper relationships** with individuals, businesses, and foundations so they will support you.
- Taking your nonprofit to the next level to **change more lives**.

YOU NEED GUIDED FUNDRAISING COACHING IF...

If you feel stuck and just can't figure out how to find your way, we can help. When you choose Guided 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.

- **Tired of searching for answers?** Our team of experienced professional fundraisers will mentor you and give you the information 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'll work. We'll get you on the right path!
- **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'll be no more DIY disasters because we'll lead you 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 and ready to be leveraged!
- ✓ **Customized funding strategies.** We'll help you choose 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** to create predictable revenue from monthly donors.
 - **Volunteer systems** so you know what you need, 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 virtual 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!
- ✓ **Accountability.** Ah yes! This is one of our clients' favorite parts about Guided Fundraising Coaching – making sure you're doing what you need to be doing (and when it needs to be done!).



- ✓ **Icing on the cake.** We'll give you copies of our notes, personal review of your materials, 24-hour response to email, priority access on monthly Coaching Zone sessions, and priority scheduling for your coaching appointments.

HOW IT WORKS

1. 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 your **VIP Kick-Off Virtual Call** with your Coach.
2. During our VIP Kick-Off Virtual Call, we'll go through your assessment report so we can completely understand your nonprofit and your **unique challenges**.
3. Next, we'll help you draft your **Comprehensive Revenue Roadmap**, saving you a ton of time looking for the perfect format. Together, we'll fill it in and refine it until the strategies feel right for you – helping you meet your nonprofit's funding needs.
4. From there, we'll schedule your monthly **virtual coaching calls** with you so we can keep you moving forward and working on your Comprehensive Revenue Roadmap.
5. You'll get **email access** to your coach in between virtual calls so you never have to sit with unanswered questions very long or wonder what you should be doing.
6. You'll also be invited to our quarterly **Coaching Zone**, a small group Q&A virtual call with a handful of other private clients like yourself. You can ask questions of your own or hear what others are working on.



YOUR INVESTMENT

The value of the individual pieces of this coaching program is well over \$25,000. But we want to see you get the help you need without breaking the bank.

Our fees for Guided Fundraising Coaching depends on the depth of support you need:

12 months	3-4 calls per month	\$1,350 per month
12 months	2 calls per month	\$900 per month

There's a LOT to do to set up the kind of sustainable fundraising we want you to have. Twelve months gives us the opportunity to get through an entire year of fundraising together and do the really deep work of donor-based fundraising, but six months also gives us time to knock out some of the biggest areas of improvement.

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

GUARANTEE

We'll bring our very best to you during these 12 months. And we know Guided Fundraising Coaching works *when 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 and show us the work you've done. If Guided Fundraising Coaching truly isn't working for you, we'll be happy to cancel your agreement and refund your first payment.

BONUSES!

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

1. **Subscription to Fundraising TV.** Get access to the BEST fundraising training program in the world! Learn how to fund your mission in about 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. (\$468.00 value)
2. **Free tickets to our virtual workshops that take place during your time in Guided Fundraising Coaching.** They offer hands-on exercises and expert advice that'll teach you what it takes to raise the money you need!
3. **Surprise gifts!** 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 35% 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



"Thank you so very much. You have gone above and beyond in helping me. I was spinning, hopping from one thing to another, not knowing which direction to go and literally not getting anything done. You not only gave me direction, but you gave me the tools and examples to get my priorities completed. **This was so worth the price! I would sign up for this program all over again.** Thank you ever so much, Leah and the Get Fully Funded team!"

Rená Smith, Missionary COGIC Outreach, Murrieta, CA



ABOUT OUR COACHES

Our entire team of highly skilled coaches is hand-picked for their expertise and dedication to the work of supporting nonprofits like yours.

They're fully trained to follow the Get Fully Funded© method for fundraising and ready to help you overcome your fundraising challenges. They're smart, compassionate, and truly care about you and your success!

And you know what? **They've been where you are and know what it takes to grow to the next level.**

Whether your mission supports human services, the arts, the environment, or animal welfare (or anything else!) their extensive knowledge and expertise will help you transform your fundraising.

Imagine how confident you'll feel having one of our coaches by your side. No more guessing and no more struggling. Just a clear path forward with an experienced coach guiding you to grow your nonprofit AND your capacity to raise more money.

[Learn more about our team here.](#)

YOUR SUCCESS IS OUR SUCCESS...

Every day, you face big challenges. You juggle activities, budgets, and more.

You don't have time to waste on fundraising that doesn't work. We get it!

Combined, our team has raised MILLIONS in dollars through grants, events, direct appeals, major gifts, capital campaigns, and so much more.

We've wrangled volunteers and Board members, getting them more involved in the nonprofit's work.

We've built donor lists from scratch, created systems to streamline workflows, and pitched more stories to the media than we can count.

It wasn't always easy for us either – and that's why **we want to make it easier for YOU.**

We'd love to make you our next success story!

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 it to you for your review and signature.
- We'll match you with a coach from our team who can guide you toward **fulfilling your goals.**
- Once we get that back, we'll schedule your **VIP Kick-Off Virtual Call** and send you the **Fundraising Opportunities Assessment** to complete and return.
- We'll also send you an **invoice** so you can take care of your first payment.

Ready to get started? Got questions? Email our Chief Operations Officer, Leah Holt, at Leah@GetFullyFunded.com.