

**Program Developed by**

The Fundraising Lab

Beginning Monday, April 25, 2021

# Planning with Purpose

# Transform Your Fundraising in 8 Weeks

www.fundraisinglab.ca

**Planning with Purpose**

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**Introduction**

The need for your services is soaring, but you need funds to better serve your community. You’re making a difference, but you want to make an impact.

The reality is that you’re spread thin. You’re working solo or have a small team and you’re tapped out. Your systems and processes are lacking efficiency. Your relationships with donors could be stronger. Your board isn’t responsive to your efforts. And you’re putting out fires and not getting to the crux of your work.

You know what you want to accomplish but it feels overwhelming.

So where do you begin…

You begin with a program created to help you work through your roadblocks. You begin with Planning with Purpose.

Over 8 weeks, you will learn to create, communicate and carry out an achievable, actionable and adaptable plan that will transform the way you fundraise.

**Key Information**

* Cost: $849.00 CAD
* Delivery: self-paced
* Timing: We designed the course to run for 8 weeks but feel free to take as short or as long as you need
* Access: Lifetime access to all course materials and recordings

**Course Outline**

**WEEK 1**

**Modules 1 & 2 - Getting Started**

***Introduction – 30 minutes***

 1.0 Meet Cathy, your Fundraising Guide

 1.1 Welcome to the Course!

 1.2 The Importance of Having a Plan

 1.3 The Learning Approach

 1.4 Some Context

***Fundraising's Enabling Ecology Framework – 30 minutes***

 2.0 Creating the Enabling Ecology in Support of Fundraising

**WEEK 2**

**Module 3**

***The Fundraising Plan – 5 minutes***

 3.0 The 5 Steps to Developing Your Fundraising Plan

***Step 1: Inventory Taking – 25 minutes***
 3.1 Inventory Taking

**WEEK 4**

**Module 3**

***Step 2: Filling Out the Fundraising Plan Template - 90 minutes***

 3.2.a The Fundraising Plan Template

 3.2.b Details of the Fundraising Plan Template

 3.2.c The Interconnectedness of the Fundraising Plan, Budget and Donor Database

 3.2.d Intro to Do Good’s Fundraising Plan

 3.2.e Inputting Fundraising Strategies

 3.2.f Inputting Infrastructure

**WEEK 5**
**Module 3**

***Steps 3-5: What to Keep, Improve, and Add to Your Plan – 30 minutes***

 3.3 What will you keep: Fundraising Strategies and Infrastructure

 3.4 What will you improve

 3.5 What will you add

**Week 6**

**Module 3 - Keep working on your fundraising plan**

**Week 7**

**Module 4**

***The Budget – 60 minutes***

 4.1 Creating Your Budget

 4.2 Fundraising Revenue

 4.3 Legacy Giving Revenue

 4.4 Expenses and Net Revenue

 4.5 The Three Types of Revenue

 4.6 Cost Per Dollar Raised

**Week 8**

**Modules 5-7**

***Pulling it All Together – 105 minutes***

 5.0 Pulling it All Together
 6.0 Getting Buy-in (including simulated presentation to the Board of Directors)
 7.0 The Fairy Dust

**After the plan: at your own pace**

***Master Classes - 90 minutes***

 The Executive Director’s Role in Philanthropy

 The Board of Director’s Role in Philanthropy

***Workshops - 120 minutes***

 How to configure your fundraising database

 The basics of writing a case statement

**Note:** If you are working towards your CFRE designation, AFP has given this course 12.25 points which you can put towards your certification.