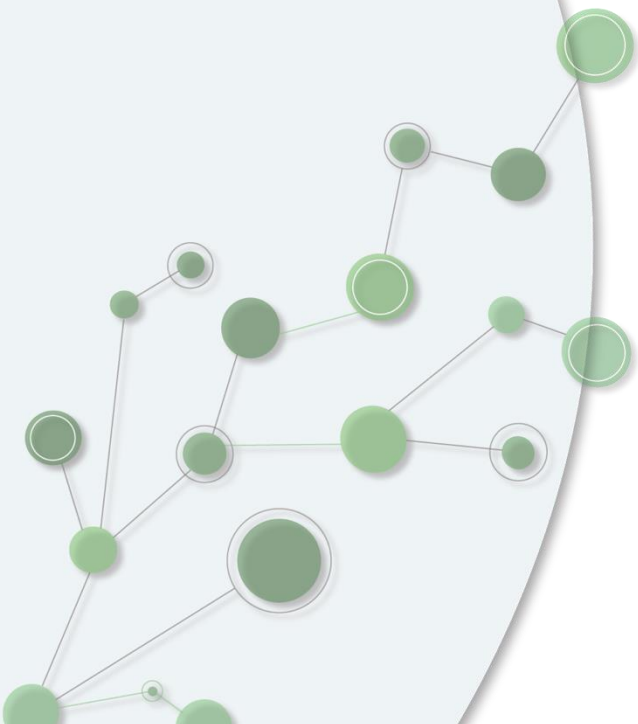


Planning with Purpose

Transform Your
Fundraising in 8 Weeks

Program Developed by
The Fundraising Lab



Planning with Purpose

Transform your Fundraising in 8 Weeks

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

- Start Date: Monday, April 25, 2022
- Cost: \$849.00 CAD
- Delivery: self-paced, live group Q&A sessions and discounted one-on-one calls
- Access: Lifetime access to all course materials and recordings

Course Outline

WEEK 1: April 25

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: May 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 3: May 9

Module 3

Weekly Q&A sessions begin – 60 minutes

WEEK 4: May 16

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

Weekly Q&A – 60 minutes

WEEK 5: May 23

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

Weekly Q&A – 60 minutes

Week 6: May 30

Module 3 - Keep working on your fundraising plan

Q&A – 60 minutes

Week 7: June 6

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

Q&A – 60 minutes

Week 8: June 13

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

Q&A – 60 minutes

Week 9: June 20 & Week 10: June 27

Q&A – 60 minutes

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 – June 2022
- The basics of writing a case statement – June 2022

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

