



"Fundraise Awesomer! How Not to Suck at the 10,000 Things on Your Plate in Order to Find Time to Build Better Donor Relationships"

Raise[®]
2021

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2021

Agenda

1. A Quick Intro
2. A Quick Overview
3. Let's Freaking DO THIS!
4. Activities Galore!
5. Q&A Time!



Hey, it's me!

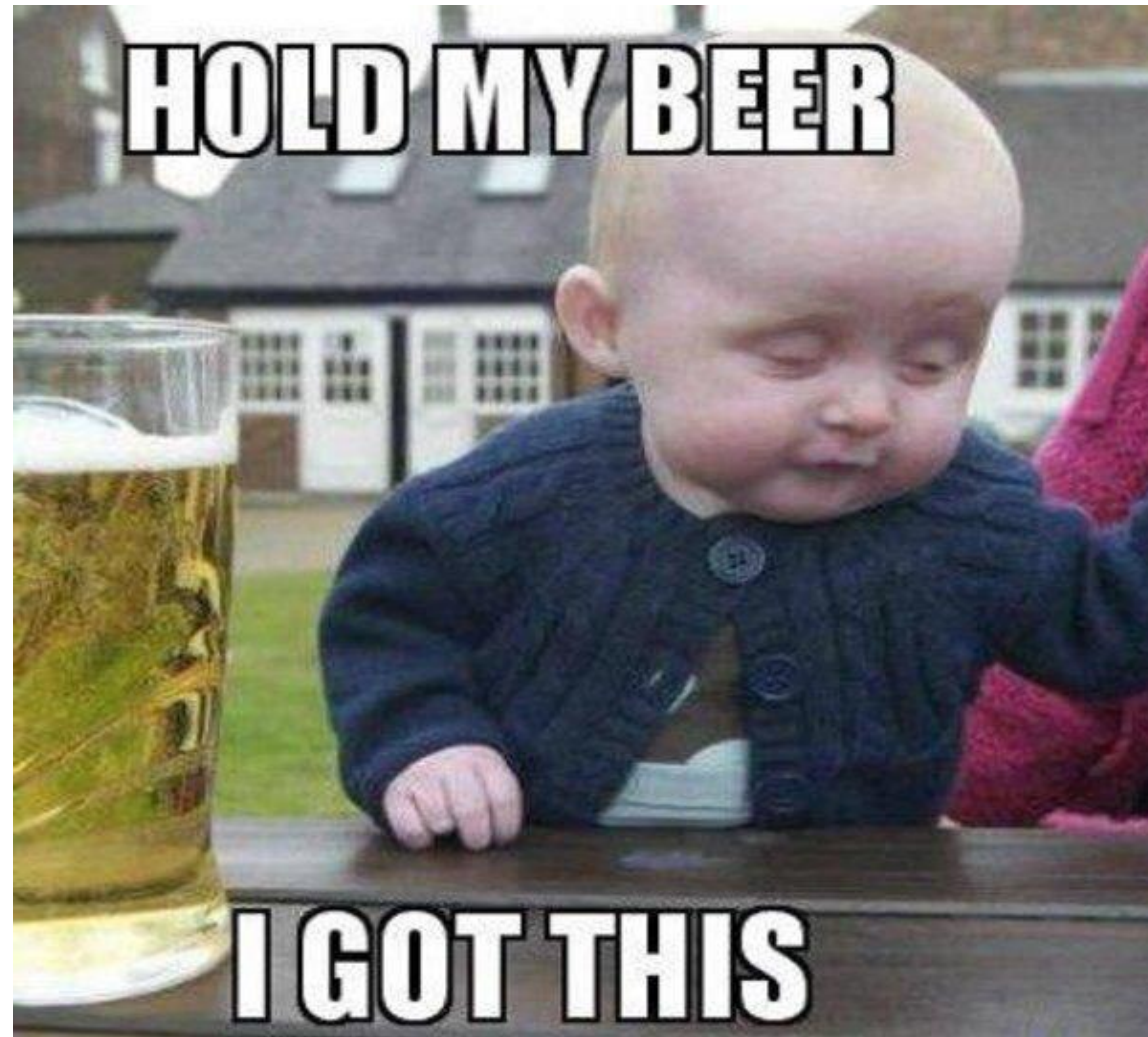


Patrick Kirby

- Founder, Do Good Better Consulting
- Author of "Fundraise Awesomer!"
- Host of The Official Do Good Better Podcast
- Super High Fantasy Novel Dork

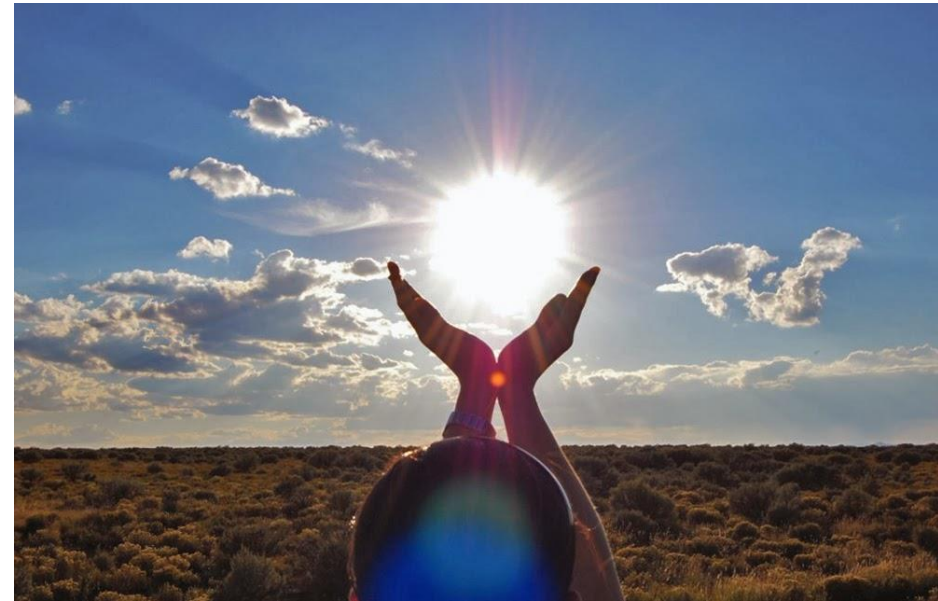








Transactional to Transformative



Is Your Donor Ready?

1. Capacity
2. Alignment
3. Ask

Steps to Becoming a Fundraising Unicorn

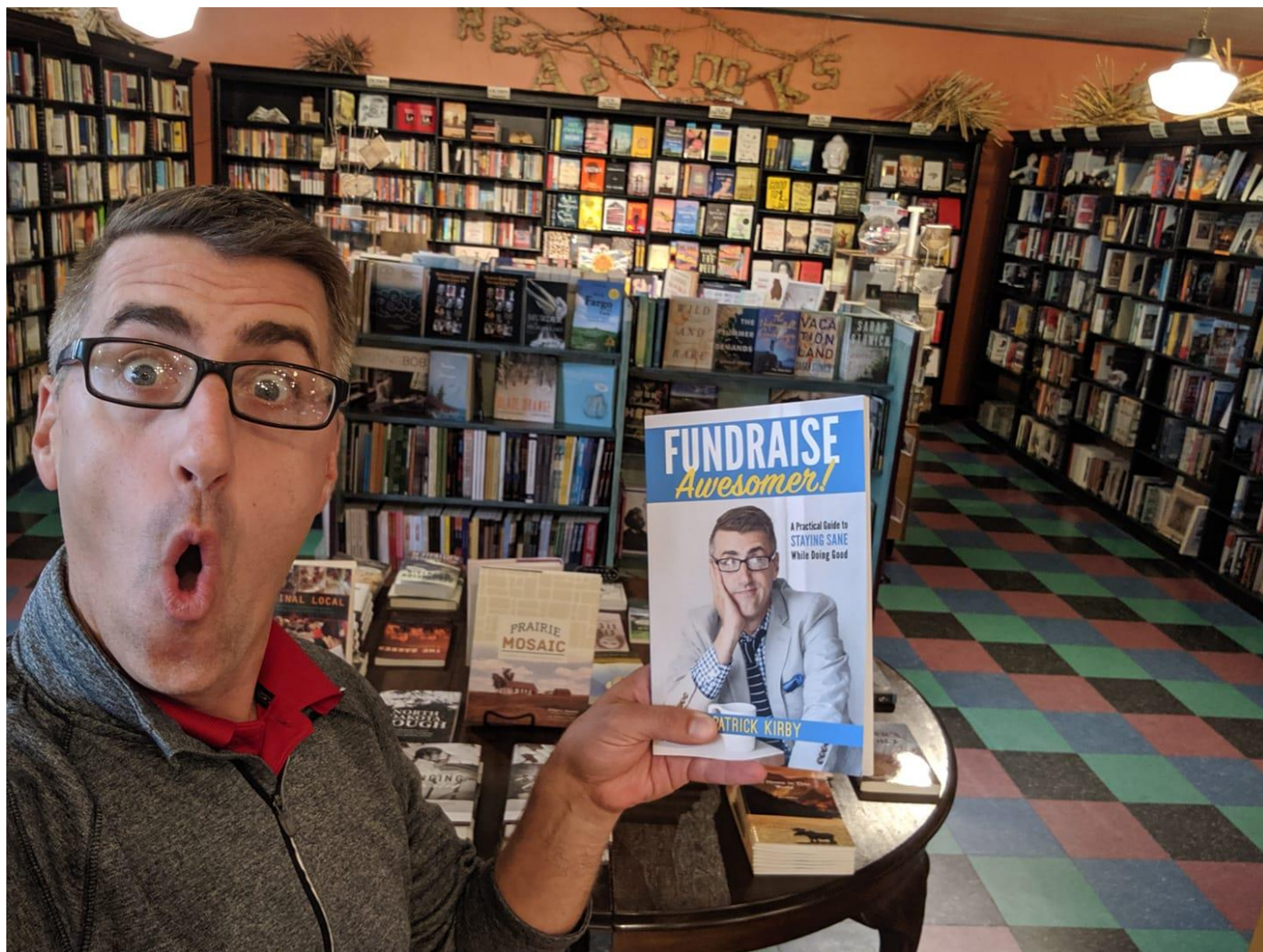
1. Reminding them of Impact
2. Thank Yous to Reinforce Amazing Gifts
3. DOING IT CONSISTENTLY!

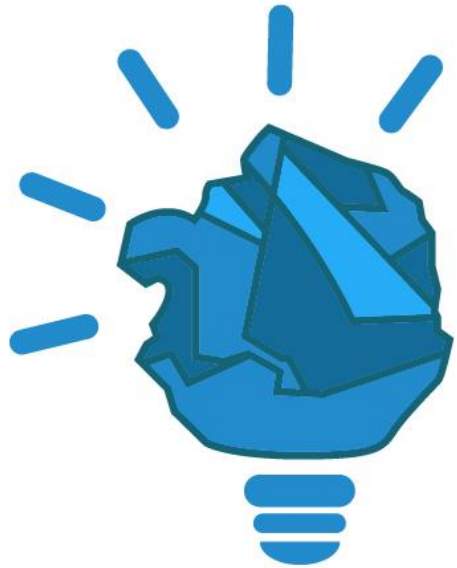












5-Day Fundraising Framework

Mondays are for Planning

Tuesdays are for Doing

Wednesdays are for Documenting

Thursdays are for Celebrating

Fridays are for Appreciating



Mondays are for Planning

1. Stand Up Meetings
2. Meeting Material Prep
3. Confirm Donor Meetings
4. Special Event Logistics
5. Prepare for All Hell to Break Loose

Mondays are for Planning

1. Stand Up Meetings



Mondays are for Planning

2. Meeting Material Prep



Monday's are for Planning

3. Confirm Donor Meetings



Mondays are for Planning

4. Special Event Logistics



Mondays are for Planning

5. Prepare for all Hell to Break Loose





Monday's are for Planning

1. Stand Up Meetings
2. Meeting Material Prep
3. Confirm Donor Meetings
4. Special Event Logistics
5. Prepare for All Hell to Break Loose



Tuesdays are for Doing

1. Donor & Supporter Visits
2. Donor Asks
3. Sponsorship Solicitation
4. Volunteer Recruitment
5. Actions to Move the Needle

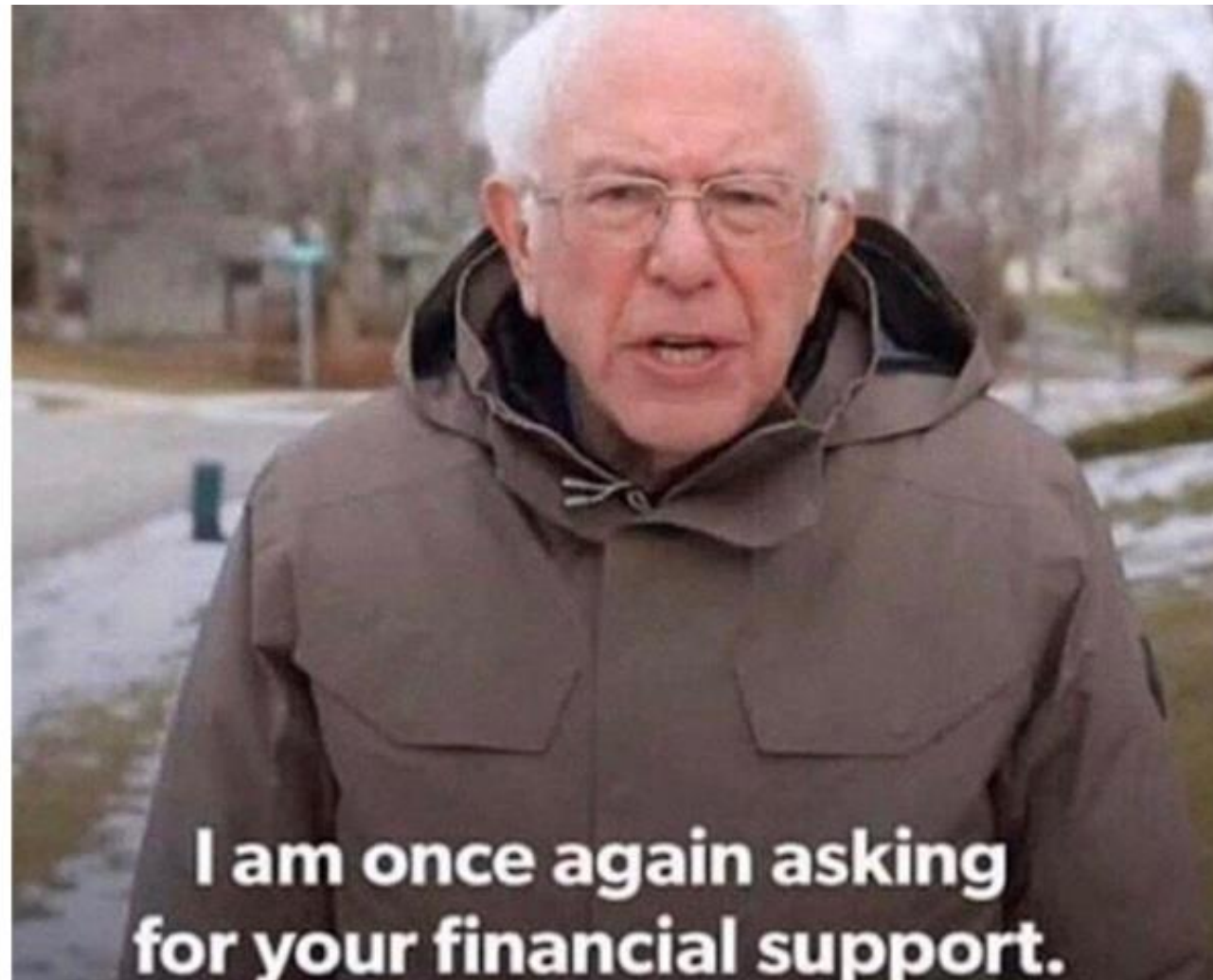
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1. Donor & Supporter Visits



Tuesdays are for Doing

2. Donor Asks



Tuesdays are for Doing

3. Sponsorship Solicitation



Tuesdays are for Doing

4. Volunteer Recruitment



Tuesdays are for Doing

5. Actions to Move the Needle Forward





Tuesdays are for Doing

1. Donor & Supporter Visits
2. Donor Asks
3. Sponsorship Solicitation
4. Volunteer Recruitment
5. Actions to Move the Needle

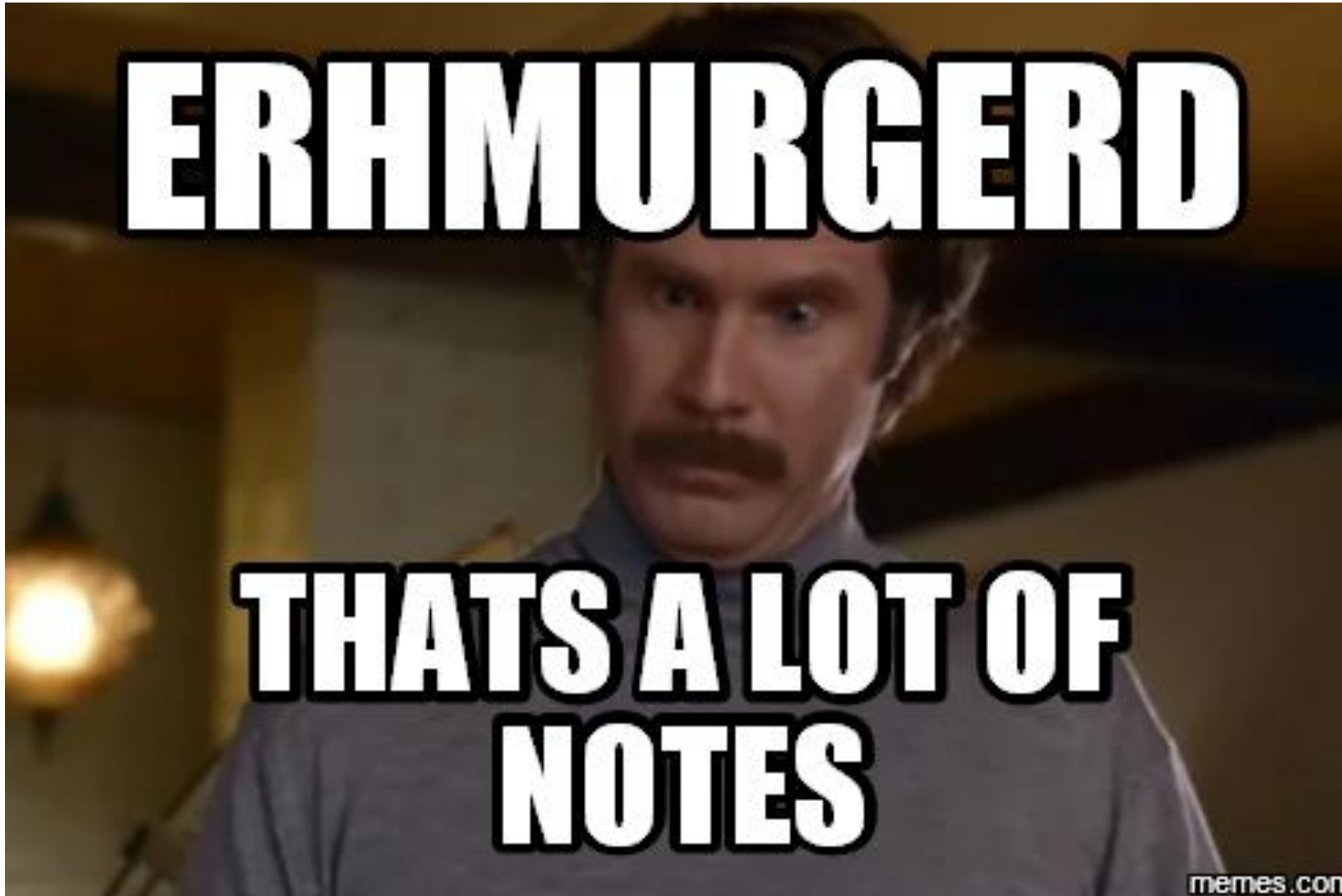


Wednesdays are for Documenting

1. Notes from Previous Donor Visits
2. Connection Mapping
3. Donor Analytics
4. Next Steps for Each Donor Visit
5. Priority for Next Asks

Wednesdays are for Documenting

1. Notes from Previous Donor Visits



Wednesdays are for Documenting

2. Connection Mapping



Wednesdays are for Documenting

3. Donor Analytics



Wednesdays are for Documenting

4. Next Steps for Each Donor Visit

DUB ALL THE STEPS!



memecrunch.com

Wednesdays are for Documenting

5. Priority for Next Asks





Wednesdays are for Documenting

1. Notes from Previous Donor Visits
2. Connection Mapping
3. Donor Analytics
4. Next Steps for Each Donor Visit
5. Priority for Next Asks



LETTUCE CELEBRATE!

Thursdays are for Celebrating

1. Celebrate Success with Donors
2. Celebrate Success with Businesses
3. Celebrate with Volunteers
4. Celebrate with Staff & Board Members
5. Celebrate with Organizations

Thursdays are for Celebrating

1. Celebrate Success with Donors



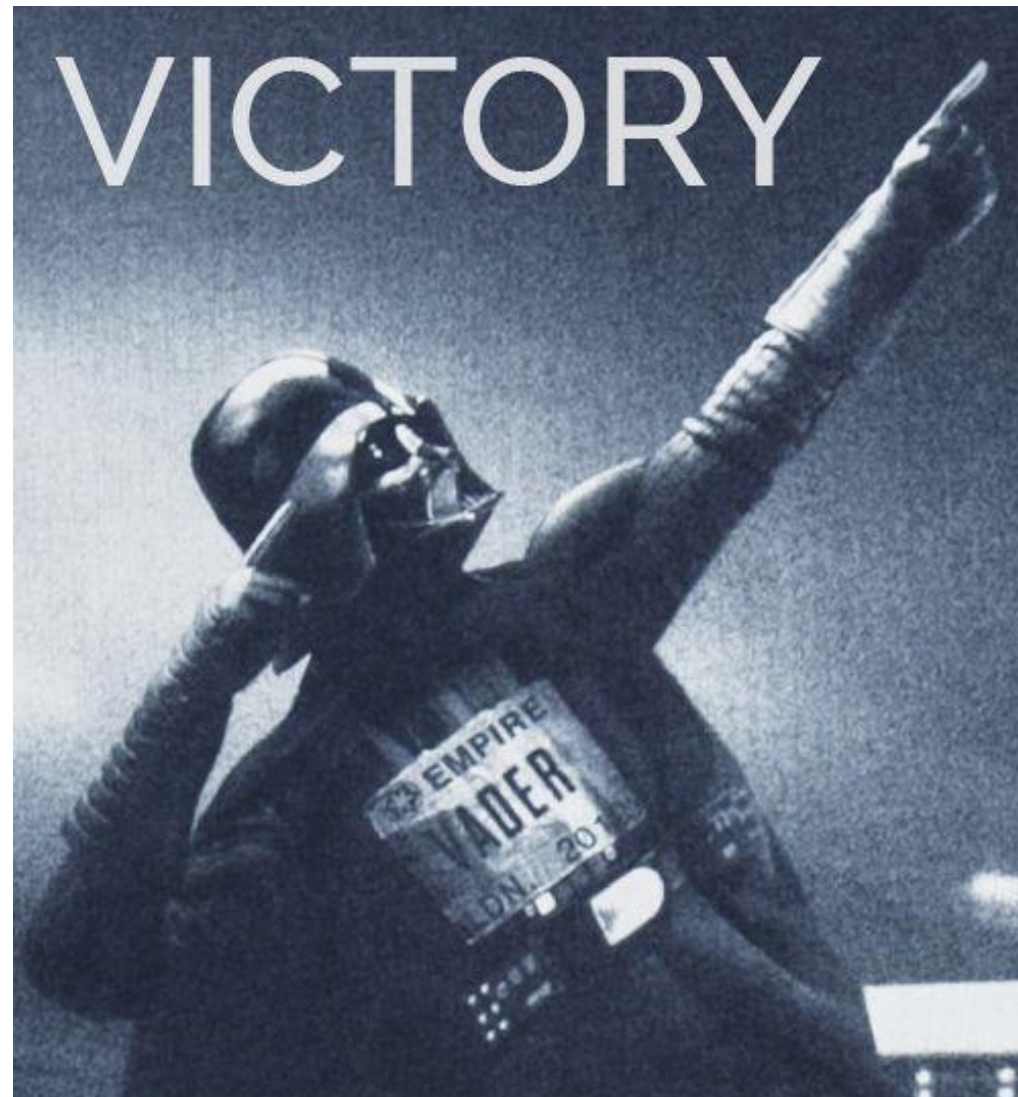
Thursdays are for Celebrating

2. Celebrate Success with Businesses



Thursdays are for Celebrating

3. Celebrate with Volunteers



Thursdays are for Celebrating

4. Celebrate with Staff & Board Members



Thursdays are for Celebrating

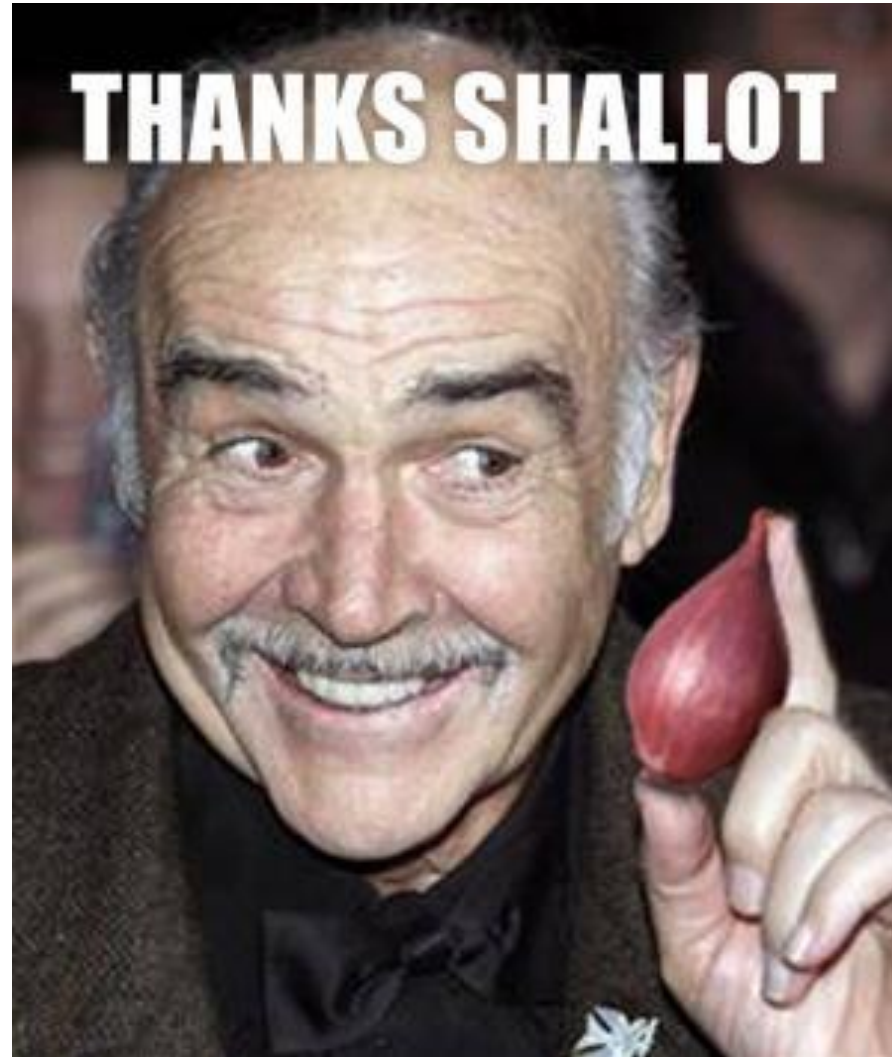
5. Celebrate with Organizations





Thursdays are for Celebrating

1. Celebrate Success with Donors
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Fridays are for Appreciating

- Handwritten Thank You Notes
- Thank You Phone Calls
- Thank You Visits
- Thank You Social Media Posts
- Random Acts of Appreciation

Fridays are for Appreciating

1. Handwritten Thank You Notes



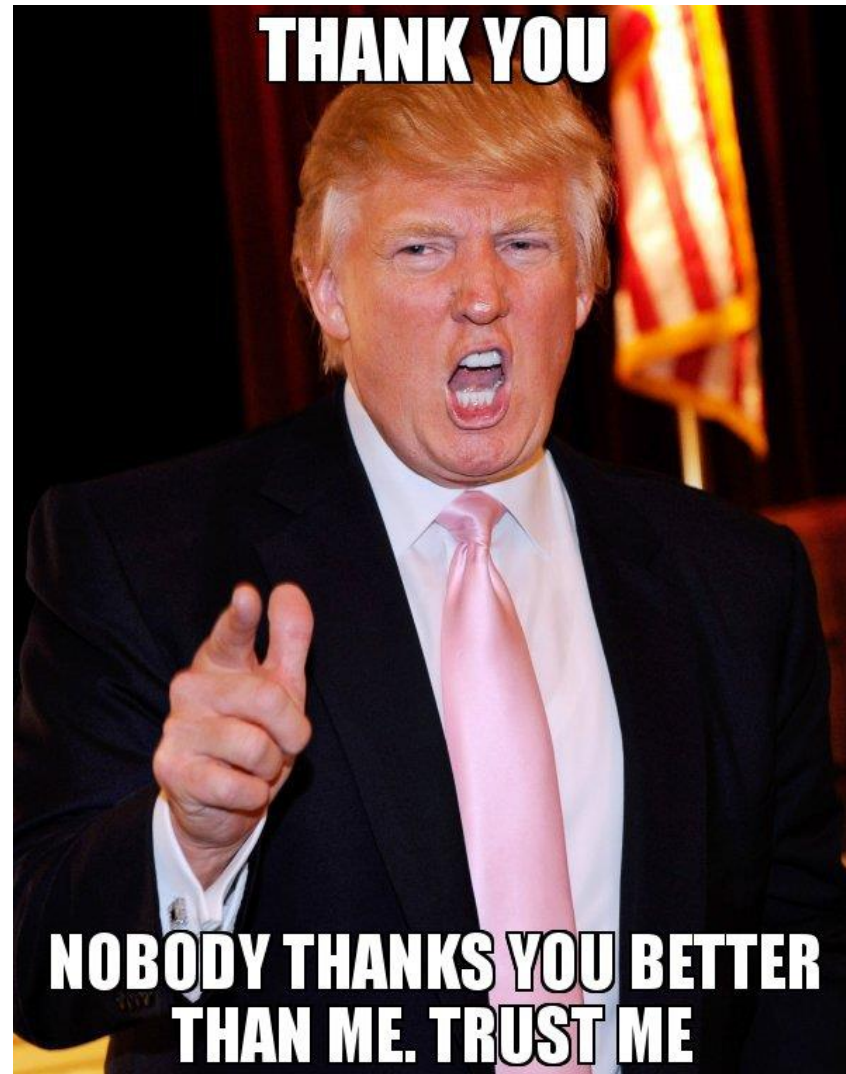
Fridays are for Appreciating

2. Thank You Phone Calls



Fridays are for Appreciating

3. Thank You Visits



Fridays are for Appreciating

4. Thank You Social Media Posts



Fridays are for Appreciating

5. Random Acts of Appreciation







Mondays are for Planning

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Wednesdays are for Documenting

Thursdays are for Celebrating

Fridays are for Appreciating



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Q U E S T I O N S ?

ASK ME
ANYTHING!



FOLLOW ME ON SOCIAL!



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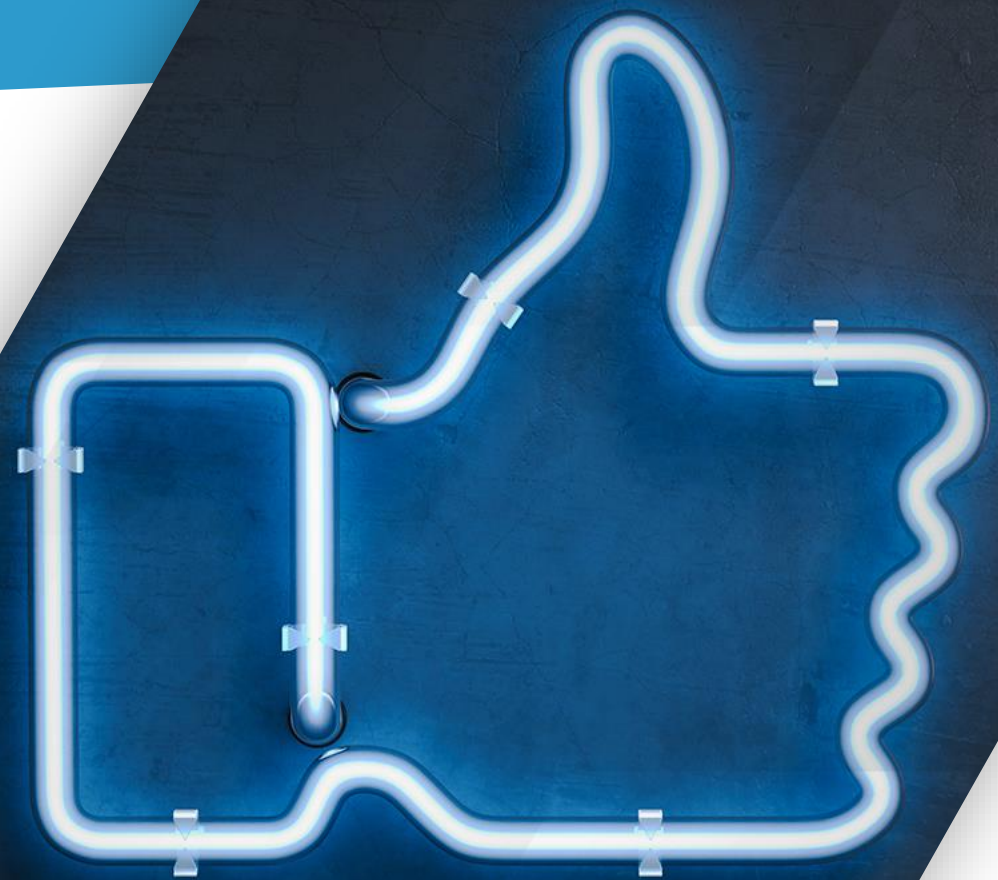
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