

# Ignited Fundraising™ Solution

## Customized Fundraising *Action* Planning Session

### Purpose:

- Create an action plan that builds on a strategic plan, launch or follow-up a capital campaign, ignite an annual fundraising program.
- Deeply engage board, staff and community volunteers in their role to increase awareness & steward donors.
- Establish clear messaging and to create a fund development accountability structure.

### Session Will Help Attendees:

- ✓ Understand the importance of using clear, bold word choices to describe the important work of your organization.
- ✓ Clarify next steps.

### How:

Onsite customized training sessions delivered with PowerPoint slides and a combination of interactive exercises.

Tools for creating clear, bold communication will be introduced; fundraising theory and giving statistics are shared; as well as tools and proven strategies to retain donors.

Sessions include “work time” to create an **action plan** for the next 6 – 18 months.

**Session length:** 4.5 to 6 hours (May include meal break)

**Requirements: 80% board participation required to conduct a session.**

*A contribution of 10% of your fee will be made with board 100% attendance.*

**Investment: \$7500 - one session** – fee reduced for multiple sessions.

### Included:

- Minimum of one-hour prep meeting with key leadership
- Highly customized session that includes building on current strategic plan and/or existing fundraising plan.
- Follow-up Action Plan outlined via Client Service Report sent within one week.
- Two hours of follow-up coaching in-person if local, otherwise via webcam.

*NOTE: This is Lori's more often requested training. One Action Planning Session is delivered per month. Dates are scheduled 4 to 6 months in advance.*

