



Network  **for Good.**

Grow Your Good.

Jumpstart

Fundraising capacity building by Network  for Good.

Financial Resilience Training

Storytelling



HOUSEKEEPING

- WE RECOMMEND USING HEADPHONES
- GOOGLE CHROME BROWSER WORKS BEST
- SUBMIT QUESTIONS AND COMMENTS IN THE “ASK A QUESTION” BOX
- SEND YOUR QUESTIONS AND/OR COMMENTS TO
NONPROFITRESILIENCE@NETWORKFORGOOD.COM

Homework

- Send your homework assignments to:
nonprofitresilience@networkforgood.com
- Get personal feedback on your assignments
- Get entered into a drawing to win a **FREE** one-on-one coaching sessions!



VIRTUAL OFFICE HOURS

Friday, April 24 at 2:30 PM ET



ANSWERING YOUR QUESTIONS TODAY



Rachel Ramjattan, CFRE
National Program Director for
Impact & Sustainability



Kimberly O'Donnell, MS, CFRE
Managing Director of Professional
Services and Lead Fundraising Coach



Janet Cobb, MA, CFRE, CNP
Personal Fundraising Coach

WE'RE HERE TO HELP!

- Jumpstart Overview
- Is Jumpstart Fundraising right for you?

Jumpstart

Fundraising capacity building by Network  for Good.



COACHING + DIRECT SERVICES

Providing monthly, one-on-one coaching by a consultant providing services as if a member of grantee's team



FUNDRAISING OPERATING SYSTEM

Integrating tech to enable grantees to easily track and engage donors, create and launch campaigns, & monitor progress



TEMPLATES + TOOLS

Enabling access to a library of best-practice fundraising materials so no grantee ever has to start from scratch



BOARD-STAFF ALIGNMENT

Creating a shared understanding of fundraising needs, budget, planning & the interdependencies for success



Fundraising capacity building by Network  for Good.

“I have to say this training couldn’t come at a more perfect time when support/education will be needed to understand how to navigate an economy in the aftermath of this pandemic.”

- Mary Sweeney, Downs Syndrome Association of NE

*“I think the foundations should know that they are making a tremendous contribution to our organizations as this program increases our expertise in many ways. **It is probably one of the most valuable grants we could ever receive.**”*

-Tim Curtis, Brookwood in Georgetown



Fundraising capacity building by Network  for Good®.

"We have experienced unprecedented success. 420 guests attended the banquet which raised \$43,000 and 89 new donors. Our year-end appeal yielded \$78,000 on top of the \$50,000 match. We tripled our revenue on these projects raising more in four months of 2018 than we raised in all of the prior fiscal year. That will go a long way to helping refugees settle Spokane!"

- Bob Savage, World Relief Spokane

ROADMAP



ULTIMATE GOAL: FINANCIAL RESILIENCE

STEP 1: REVISED BUDGET FOR FUNDING GAPS

STEP 2: RIGHTSIZED FUNDRAISING

STEP 3: COMMUNICATION PLAN IN SERVICE
OF EFFECTIVE FUNDRAISING

STEP 4: DONOR SEGMENTING

STEP 5: PIPELINING(MOVING YOUR DONORS)

STEP 6: MANAGING AND SYNCHRONIZING PHASES

AGENDA

- POLL QUESTIONS
- SURVEY DONORS
- CASE FOR SUPPORT
- DONOR-CENTRIC COMMUNICATIONS
- CONTINUING THE CONVERSATION
- WANT MORE HELP?
 - How to leverage COVID-19 emergency funds to join Jumpstart
- HOMEWORK ASSIGNMENT
 - Complete the assessment
- QUESTIONS

DEVELOPING YOUR CASE

everything you need to know

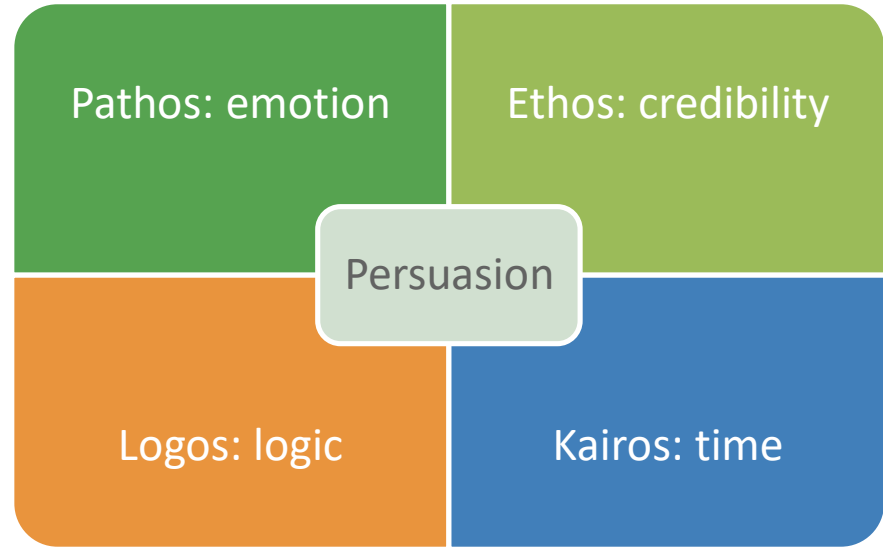
GETTING AT THE WHY?

- Why did this organization begin?
- Why do you exist today?
- Why would your community suffer if you ceased to exist?
- Whom do you serve?
- How do you bring value to the solution that is different from other organizations?

Your Case standardizes the messaging which informs your grant proposals, media kits, annual communication plan, and individual fundraising campaign content. It informs your website, publications, and donor communications, and is further developed by them. Your Case ensures that your historical and data-driven content is consistent across various channels and over time, especially if more than one person is responsible for donor cultivation.

Excerpt from Promised Land, Janet Cobb ©2020

ART OF PERSUASION



Kairos is timeliness, appropriateness, decorum, symmetry, balance—awareness of the rhetorical situation or “the circumstances that open moments of opportunity” (Kinneavy; Sipiara; Vatz; Bitzer; Hill 217).

ESSENTIAL ELEMENTS OF A CASE FOR SUPPORT

1. The problem/opportunity you address

This section includes the issue at hand -- getting at the why you do what you do and why your reader should care.

2. The solution you offer

Your vision and mission statement are important, but also be specific about the programs and services you provide to address what would be missing if you did not exist.

3. Your capability to address the problem

If you have a long history of service and impact, present these here; if not, share the story of the founder/founding team, how he/she recognized the issue and what compelled him/her to respond.

4. How/why you are best suited to address the problem/solution

Others may offer similar services but how do you bring added value to the solution; how do you understand the problem/solution differently.

5. What resources and funds are required to offer this service

Present a well-thought out and clearly defined budget.

6. How you will obtain these resources

Present the various revenue streams and collaborations that will be needed to offer the comprehensive service so that the potential donor understands how their investment relates to the whole.

7. The methods and time-line for giving

Clearly outline all needs and wish list items, the channels for donors to contribute, and the time frame for giving to optimize success.

8. Who is leading this project

Present the professional accomplishments of your board leadership, Executive Director, and administrative staff through narrative.

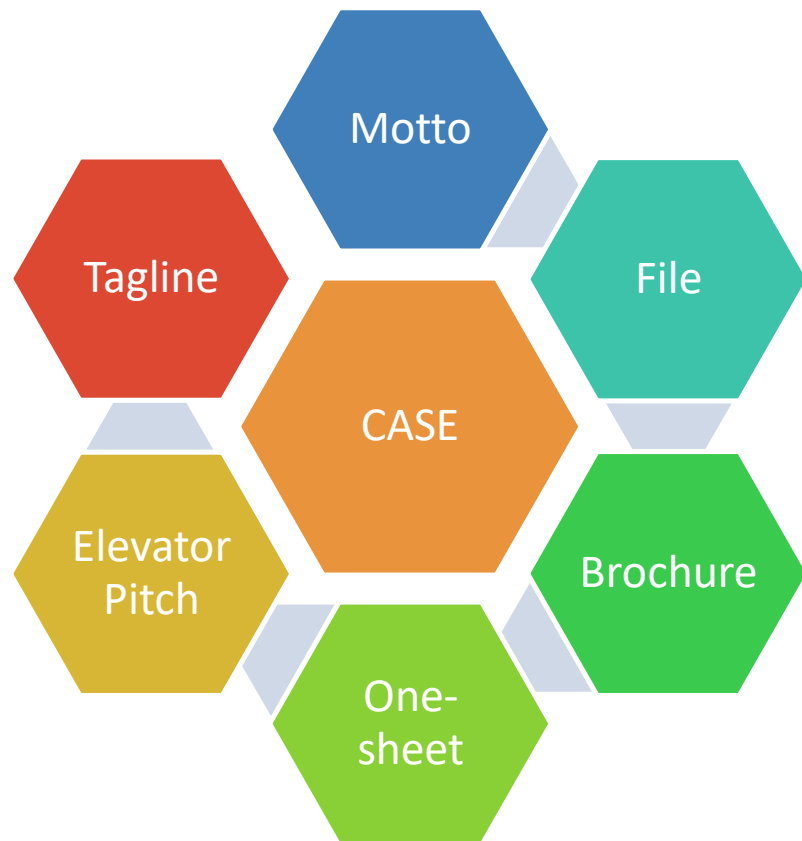
CHANNELS TO 'MAKE THE CASE'

- Organizational website
- Social media (Facebook, Twitter, blogs, etc.)
- Paid advertising (Google AdWords, print or online banner ads)
- Unpaid placements (PSAs or press releases)
- Communications (newsletter, e-newsletter, direct mail)
- Special events
- Brochures
- Annual report

WORD COUNT

2 - 3	Hashtag
3 – 4	Tagline/Motto
10 - 15	Twitter
15 - 30	Facebook
50 - 100	Donation Form
250 - 350	Email
1000+	Direct Mail

Newsletters, Grant Proposals

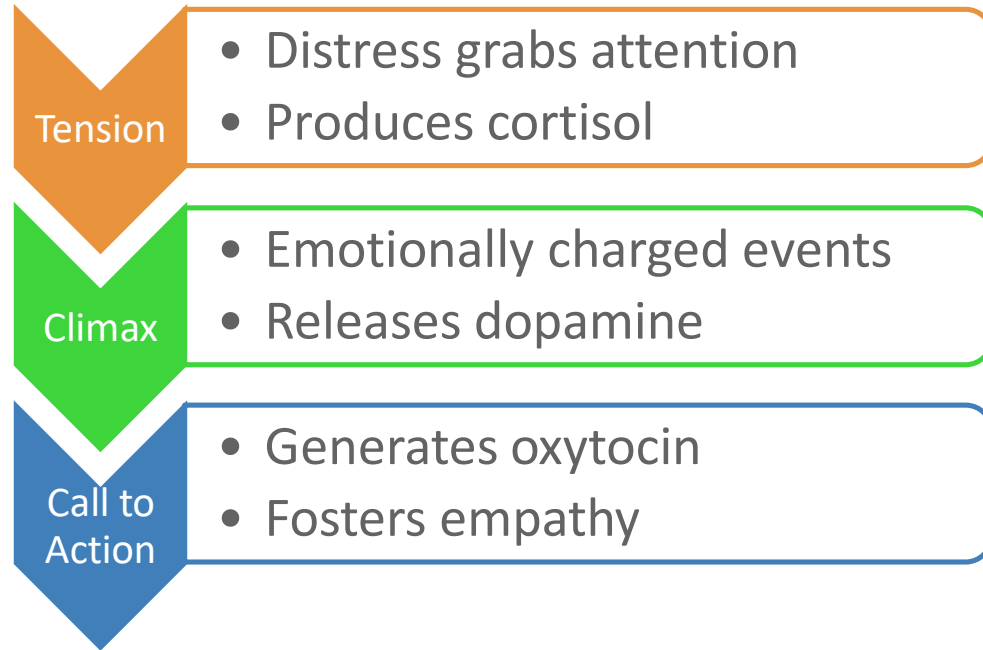


THE POWER OF STORY

bestow identity, they shake us up, they open us to
our own deepest experience

– *Prophetic Dialogue*, Bevens and Schroeder

NEUROSCIENCE BEHIND A STORY



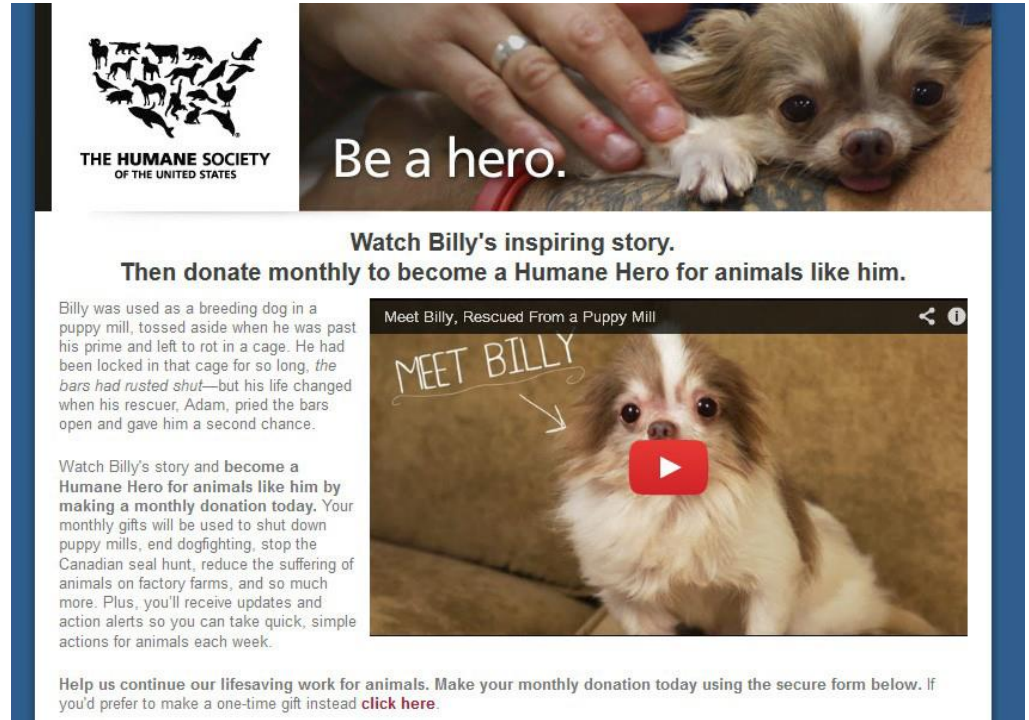
CHARACTER DEVELOPMENT

First, introduce a character.

Then detail the obstacles and conflicts your character faces when working toward a goal. This is the real meat of the story, when your character is struggling to get a law passed, a visa for a refugee, emergency surgery for an animal. It's not clear if the character will prevail.

Next, remind the reader they have the power to create a happy ending.

Clear call to action – specific ASK.



The screenshot shows a webpage for the Humane Society of the United States. At the top left is the organization's logo, which includes a silhouette of the United States map filled with various animal silhouettes, and the text "THE HUMANE SOCIETY OF THE UNITED STATES". To the right is a close-up photo of a small, light-brown and white dog (Billy) being petted by a person's hand. Below the photo, the text "Be a hero." is displayed. Further down, a video player is shown with the title "Meet Billy, Rescued From a Puppy Mill". The video thumbnail features the text "MEET BILLY" with an arrow pointing to the dog. To the left of the video player, there is a paragraph of text about Billy's story and a call to action to become a Humane Hero by making a monthly donation. Below the video player, there is another paragraph of text and a link to make a donation.

THE HUMANE SOCIETY OF THE UNITED STATES

Be a hero.

Watch Billy's inspiring story.
Then donate monthly to become a Humane Hero for animals like him.

Billy was used as a breeding dog in a puppy mill, tossed aside when he was past his prime and left to rot in a cage. He had been locked in that cage for so long, *the bars had rusted shut*—but his life changed when his rescuer, Adam, pried the bars open and gave him a second chance.

Watch Billy's story and become a Humane Hero for animals like him by making a monthly donation today. Your monthly gifts will be used to shut down puppy mills, end dogfighting, stop the Canadian seal hunt, reduce the suffering of animals on factory farms, and so much more. Plus, you'll receive updates and action alerts so you can take quick, simple actions for animals each week.

Meet Billy, Rescued From a Puppy Mill

MEET BILLY

Help us continue our lifesaving work for animals. Make your monthly donation today using the secure form below. If you'd prefer to make a one-time gift instead [click here](#).

VERB + WHO IS IMPACTED

House	_____	the homeless
Warm	_____	the cold
Educate	_____	a child
Cure	_____	sick
Adopt	_____	a dog
Cultivate	_____	scientists
Encourage	_____	collaboration
Empower	_____	young women

Try to AVOID words like:

Partner with...

Help us...

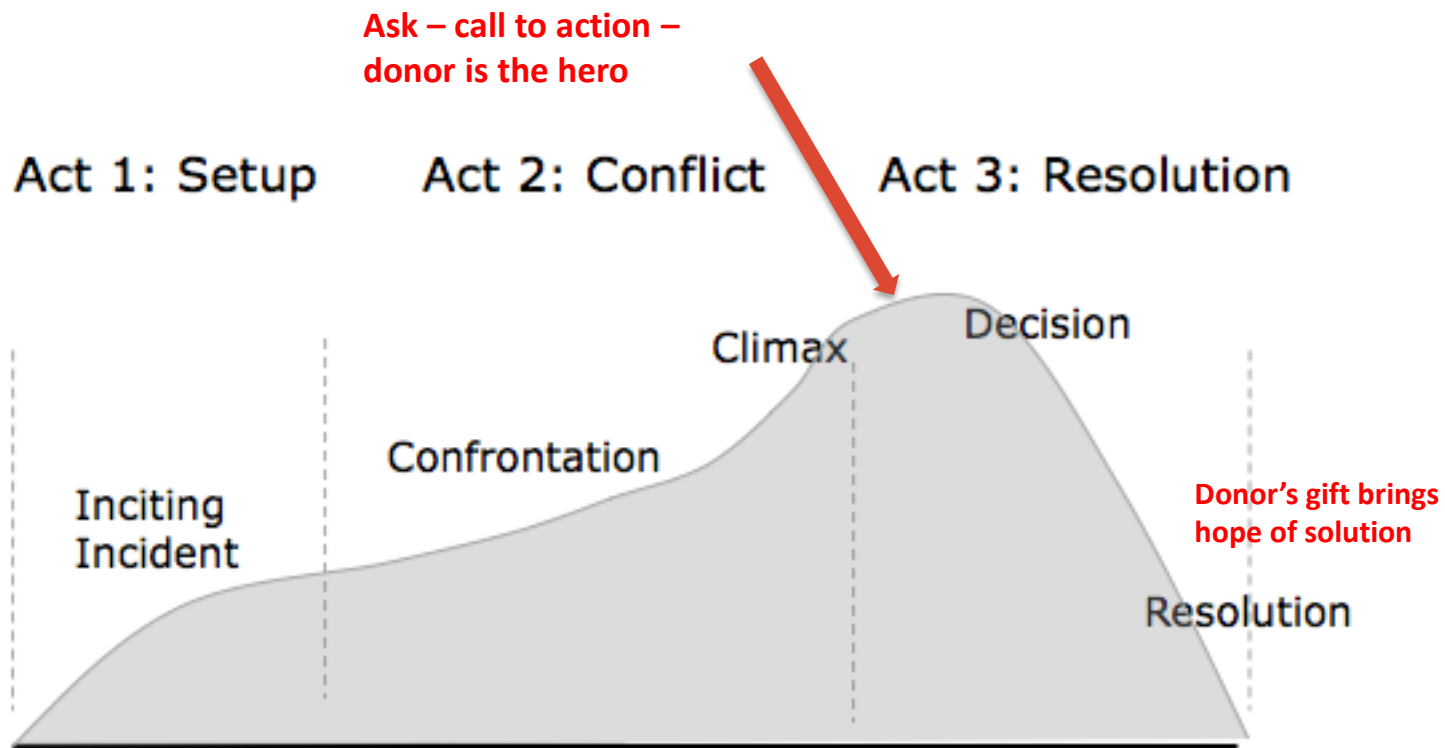
We...

WRITE DONOR-CENTRIC COMMUNICATIONS

SHOW THE DONOR LOVE

- Make it all about them
- Elicit emotion
- Don't dump data
- Be conversational





DEVELOPING THE NARRATIVE

In Normal Times

- Who is the protagonist (a beneficiary)?
- What problem do they face?
- How will the problem be solved?
- How does the prospect/donor relate?
(Make the personal experience universal)
- How will a donation solve the problem?
- What do you want the reader to do?
- What is your call to action?

In Crisis Times

- Acknowledge the uniqueness of circumstances with compassion
- What problem are beneficiaries or the organization facing?
- Ask for support to address the problem?
- Offer details of how gift will provide a solution – specificity works here!
- What do you want the reader to do?
- What is your call to action?
- Offer message of hope at the other end of the crisis.

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Board Member
Town, State

Dear Friend,

Many of you may celebrate this holiday season sharing in the comforts of hearth and home with friends and family as you recall holidays of yesteryear and make new and lasting memories for the future.

Here at CASA (Court Appointed Special Advocates), we share this revelatory spirit, but it is tempered by an awareness that not every individual and family in our community experiences pleasant and joyous holidays. In fact, some of our most vulnerable community members, our children, will be faced with winters in which exchanging gifts and time spent decorating their homes is disrupted by tragic abuse and neglect.

We are grateful to be able to be here to assist children in Apple, Banana, Cranberry, Grape, and Blueberry counties. During 2019, here are some of the activities CASA engaged in:

- Met with 62 children in 8 counties ensuring that judicial and government officials had comprehensive and accurate representation of the children's environment and well-being
- Conducted 90 hours of training for 12 new volunteers
- Offered 249 hours of in-service training for 25 current volunteers
- Offered 152 hours of in-service training for 14 board members

Children are a treasured gift that should be held gently in the caring hands of those they trust and love. However, for our CASA children this is not the case; it is why we need your support.

ABC CASA has been reaching out and lifting up the lives of children since 2001. We reach for the hands and lives of those who are most vulnerable and who need a voice in the court system.

Please support ABC CASA with a donation today! Your gift of any amount will help us continue to recruit and train volunteers. The need for our volunteers increase every year and we want to leave no child without an advocate. Your gift is also tax deductible. Please consider a gift of \$500, \$1,000 or \$3,500. You may also want to become a CASA partner by committing to an annual monthly gift of \$20, \$50, \$100 or higher.

How To Donate

Yes, I'll help CASA serve children in my community. You can mail a check in the enclosed envelope or make a secure online donation at www.ABC.org

(over)

For Noah, the holidays aren't hot
chocolate and ice skating with
family and friends.

Noah is lonely, frightened and alone.

**YOU can give the gift of HOPE,
SECURITY and a WARM home
this holiday season.**

Dear *[NAME]*,

Noah has lost everything familiar—home, family, friends, and school—through no fault of his own. He left home with next to nothing, a few belongings quickly shoved into a trash bag.

Noah needs someone he can trust. Noah needs an adult he can count on to not disappear.

Noah needs you.

You can provide the consistent support of a trained volunteer to build a lasting relationship with Noah.

For just 80¢ a day you can help a child who needs an advocate and a home.

More than 1000 children were without a permanent home in South Dakota this year. Many of these children have experienced physical or sexual abuse or have been abandoned or neglected. They may be infants born with drug or alcohol poisoning.

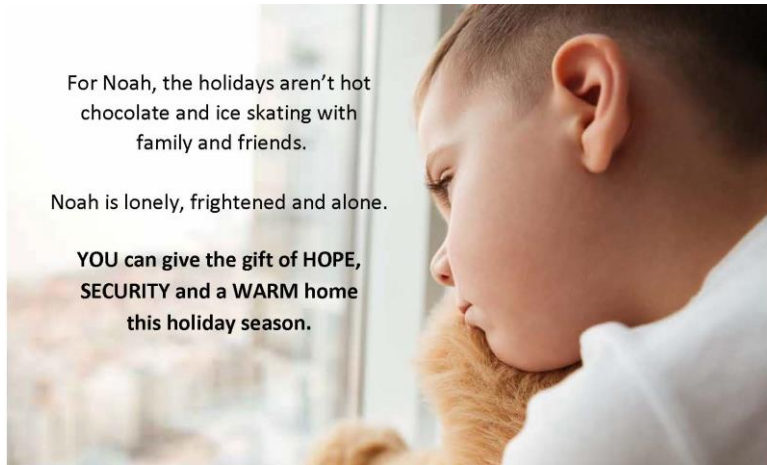
Children like Noah who have a court appointed special advocate (CASA) volunteer to speak up for them are more likely to do well in school, spend less time in foster care, and find a safe, permanent loving home. Often the CASA volunteer is the only consistent adult in the child's life until the child is adopted or ages out of the court system.

Your generous support today will provide a constant, positive presence and desperately needed sense of normalcy to a child, like Noah, during the most traumatic time in their lives.

Your gift is the positive change in a child's life.

(Turn over)

Organization Name
Address
Phone | Fax | E-mail



CONTINUE THE CONVERSATION

DEVELOPING THE NARRATIVE



ONGOING DONOR ENGAGEMENT

- Begin with the thought, "I am writing to you today because..."
- Don't send mixed messages
- Segment - never thank a non-donor
- Continue to share stories
- Use a variety of communication channels
- Each point of engagement should have one focus



Thank OFTEN and UNEXPECTEDLY

Theme: Strength		Theme: Courage		Theme: World Refugee Day		Theme: Resilience	
	Asset		Asset		Asset		Asset
Solo Link	You never know how strong you are until you are strong.	Solo Link	What have hardships taught us?	Solo Link	Why Celebrate World Refugee Day?	Solo Link	The rewards of perseverance
Messages	Refugees are the only choice you have to survive.	Messages	Courage is not the absence of fear but the absence of fear for the sake of others.	Messages	What is World Refugee Day?	Messages	Can you resist it all when you can't let it pass without strength?
	Refugees stay strong through strength.		Refugees stay strong through courage.		Current statistics on the refugee crisis		How did you stay motivated?
	Quotes from refugees		Quotes from refugees		What you can do to help refugees		What helped you along the way?
CTA	Stand Up for Refugees today	CTA	Encourage a refugee today	CTA	Speak up for refugees	CTA	Help a refugee persevere
Notes	CTA button links to donation page	Notes	CTA button links to volunteer page	Notes	CTA links to advocacy alert	Notes	CTA links to Get involved page
Social Posts/Texts		Social Posts/Texts		Social Posts/Texts		Social Posts/Texts	
	You never know how strong you are until you are strong and being strong is the only choice you have.		Courage is not the absence of fear but the absence of fear for the sake of others.		What is World Refugee Day?		Can you resist it all when you can't let it pass without strength?
	Refugees stay strong through strength.	Content	Refugees stay strong through courage.		Current statistics on the refugee crisis		How did you stay motivated?
	Quotes from refugees		Quotes from refugees		What you can do to help refugees		What helped you along the way?
CTA	Stand up for refugees today	CTA	Encourage a refugee today	CTA	Speak up for refugees	CTA	Help a refugee persevere
Notes	Link to donation page	Notes	Link to volunteer page	Notes	Links to advocacy alert	Notes	Links to Get Involved Page
Direct Mail		Direct Mail		Direct Mail		Direct Mail	

```

graph LR
    subgraph Preparation
        P1[Preparation] --> P2[Gather information]
        P2 --> P3[Determine audiences]
    end
    subgraph Creation
        C1[Creation] --> C2[Develop story]
        C2 --> C3[Create collaterals]
    end
    subgraph Coordination
        CO1[Coordination] --> CO2[Schedule release dates]
        CO2 --> CO3[Manage progress]
    end
  
```

The diagram illustrates the 'Preparation' phase of a marketing campaign, which is divided into three main stages: Preparation, Creation, and Coordination. Each stage is represented by a large colored arrow pointing right, with two smaller boxes below it detailing the specific tasks involved.

- Preparation (Orange Arrow):**
 - Gather information
 - Determine audiences
- Creation (Green Arrow):**
 - Develop story
 - Create collaterals
- Coordination (Blue Arrow):**
 - Schedule release dates
 - Manage progress



Thank you

What your gift will do

Report Impact/success

What your gift is doing

Newsletters/Reports

What your gift did do

A

B

C

MISSION CRITICAL

Without these activities and related expenditures, the organization is unable to deliver on its mission.

These deliverables are exactly **WHY** most of our donors give.

If this work was suspended for 9 - 12 months, it would have an immediate impact on our ability to conduct essential business functions.

MISSION HELPFUL

Activities and related expenditures that **HELP** your organization raise awareness for your mission.

Historically, a very helpful way to attract new donors.

Perhaps a portion of this work is funded by local community foundation for the next 2 years. As of now, your organization has agreed to serve as lead/funder for duration of the grant.

MISSION RELEVANT

If funding for this work can be secured in next few months, each previously budgeted item labeled "C" will need **full** board approval to be added back to current year budget

BUDGET	2019-2020	2020-2021	2021-2022	2022-2023	PERCENT	
BOARD MEMBERS	\$75,000	11	\$4,545	\$75,000	\$26,000	90%
MAJOR DONORS	\$26,000	8	\$3,250	\$14,000	\$10,000	75%
SUBSCRIPTION DONORS	\$21,000	44	\$500	\$21,000	\$16,000	75%
ONE TIME/ADHOC DONORS	\$10,000	261	\$38	\$10,000	\$2,000	20%
COMMUNITY or CORPORATE PARTNERS	\$11,000	6	\$1,833	\$10,000	\$1	0%
GIVING DAYS	\$11,000	22	n/a	\$6,000	\$1,000	36%
TOTAL	\$119,000	332	\$479	\$140,000	\$55,000	42%

Communications Plan		
May-20		
Week 1		Week 3
Theme		Theme
Platform/Channel		Platform/Channel
Target Audience		Target Audience
Content/Copy		Content/Copy
Image/Visual		Image
Week 2		Week 4
Theme		Theme
Platform/Channel		Platform/Channel
Target Audience		Target Audience
Content/Copy		Content/Copy
Image		Image

FOCUS EXCLUSIVELY ON WHAT YOU CAN CONTROL

everything else is a distraction

IS JUMPSTART FUNDRAISING RIGHT FOR YOU?

IS JUMPSTART RIGHT FOR YOU?

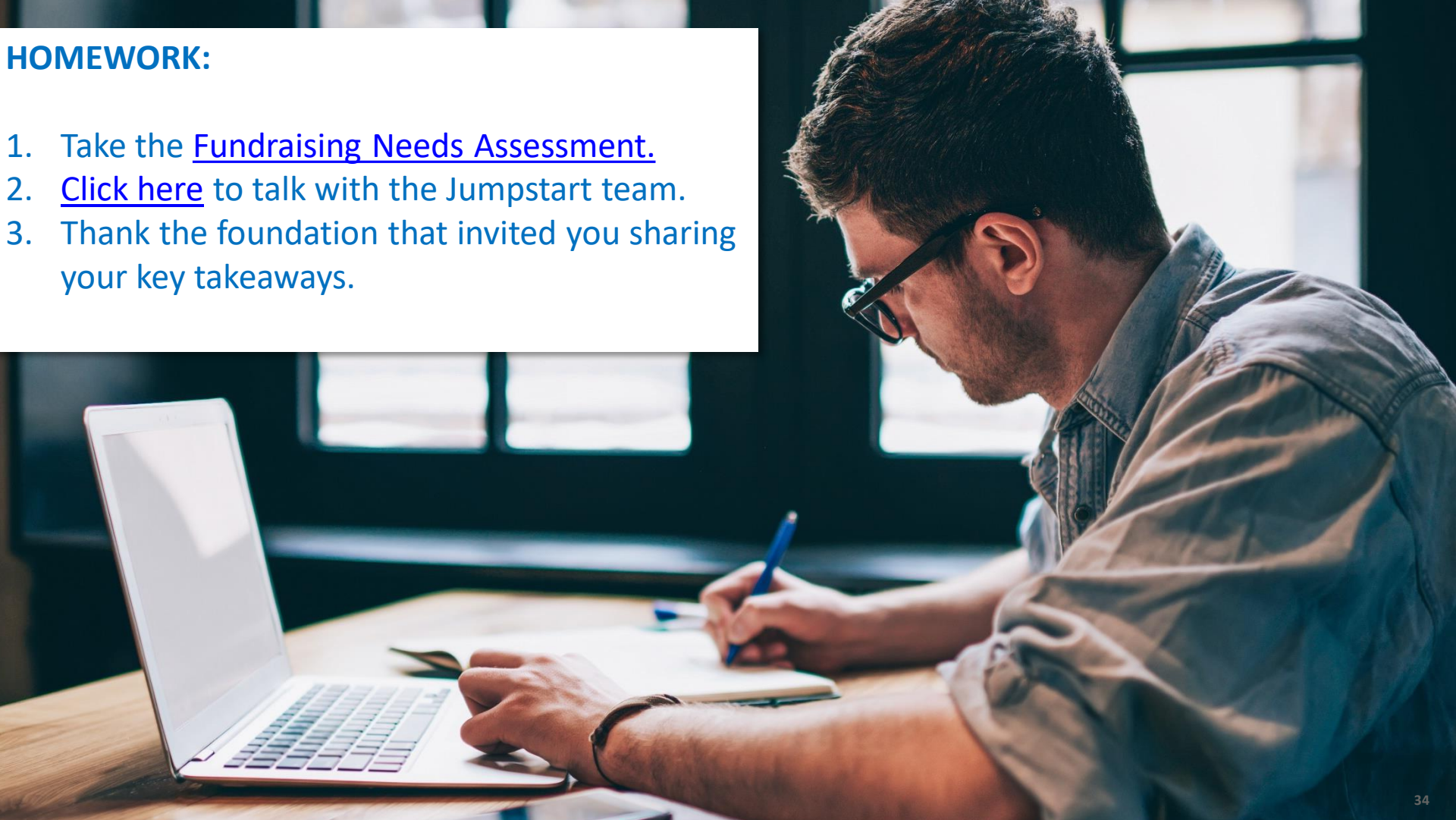
- Can you/your team commit to spending 5 hours per week on fundraising and development activities?
- Are you willing to use the Network for Good Simple Smart Fundraising Software?
- Have you raised \$5,000 or more from individual donors during the past twelve months?

HERE'S THE GOOD NEWS

- People are giving generously NOW.
- Jumpstart Personal Fundraising Coaches and tools will help whether you are delivering services now or have suspended services until recovery begins.
- The Jumpstart team is ready to help you access COVID emergency funds and matching funds from Network for Good so you can enroll ASAP.
- **NEXT STEP:** [Click here to see if Jumpstart is right for you \(10-minute assessment\)](#)

HOMework:

1. Take the [Fundraising Needs Assessment](#).
2. [Click here](#) to talk with the Jumpstart team.
3. Thank the foundation that invited you sharing your key takeaways.



QUESTIONS

ADDITIONAL RESOURCES

FUNDRAISING NEEDS ASSESSMENT



Fundraising capacity building by Network  for Good®

Take the next step and determine your eligibility for Jumpstart Fundraising by taking this 10 minute Needs Assessment!

<https://sforce.co/2Vuea0c>

Homework

- Send your homework assignments to:
nonprofitresilience@networkforgood.com
- Get personal feedback on your assignments
- Get entered into a drawing to win a **FREE** one-on-one coaching sessions!

FINANCIAL RESILIENCE TRAINING RESOURCES



Thank you for attending the Financial Resilience Training Program brought to you by Network for Good and the Jumpstart Capacity Building Team!

You will find all of the resources from the training on this website.

Nonprofit Resources:

- [Nonprofits Unleashed Facebook Page](#)
- [COVID-19 Free Resources](#)
- [Fundraising Needs Assessment & Jumpstart Eligibility](#)

Session Recap

Session 1 - Financial Resilience Plan:

Building a financial resilience plan will allow your organization to overcome any crisis. A financial resilience plan allows you to assess funding gaps, create right size fundraising, and prioritize existing donors.

Session 2 - Communications Plan:

A strong communications plan in place will allow you to stay in touch with your supporters through any crisis.

Session 3 - Fundraising Appeals:

Having the right message and using a multi-channel strategy in your fundraising appeals is imperative to making the right outreach to your supporters.

Session 4 - Storytelling:



Nonprofits
Unleashed

Private group

Nonprofits Unleashed

POWERED BY

Network for Good.
Simple. Smart. Fundraising Software.



+ Join Group

More

Join this group to see the discussion, post and comment.

About This Group

Description

Powered by Network for Good, this is your ultimate place for Nonprofit Professionals and supporters to share an open, honest discussion in a positive environment. Learn from your nonprofit peers to grow, develop, and expand y... See More

Private

Only members can see who's in the group and what they post

Visible

Anyone can find this group

Social Learning

Members · 16,516

Activity

40

New posts today

16,516

Members

English (US) · Español ·
Português (Brasil) · Français (France) ·
Deutsch



Privacy · Terms · Advertising · Ad Choices ·
Cookies · More ·
Facebook © 2020



Help! Coronavirus Might Force Me to Cancel My Fundraising Event.

Help! A Coronavirus Special Edition



NAVIGATING THROUGH A CRISIS Q+A SERIES

Lead fundraising coach, Kimberly O'Donnell, leads a Q&A session to answer questions about weathering the COVID-19



Show and share your support for small nonprofits everywhere

#CovidCantStopGOOD

