



## Module 1 Transcription

### Module 1.1: Introduction

#### Communication is Key

Okay, we are going to get started here with module number one. And it is really important if you're building a building to have a very strong foundation, right? You want that bottom layer to be really, really strong and thought out because it's going to be what holds everything else that you're going to do from here on in.

And so that's what we're going to be doing during this module. We're going to go step by step. Here we go. You're here for a reason, right? You're a change maker. You have a vision and you want that vision to really make an impact on your community, on the world around you. And that vision is only as strong as you can communicate it to other people, right?

You could have the best vision in the world, and the best idea in the world, and even the best product in the world, but if you can't Communicate that if you can't convey to other people, if it's the people that are benefiting from your nonprofit, if it's, an interview you're doing, or if it's your donors, right, you have to be able to communicate it really, really well.

And the more that you are confident in what you're doing, why you're doing it, how you're doing it, that confidence will spill over into every interaction that you have when it comes to your nonprofit. Especially with your donors who are going to be asking you some questions about your nonprofit. You're going to have all the confidence in the world to say, I know what I'm doing, why I'm doing it and how I'm doing it.

And that is what we're doing in this module.

#### What Problem?

The first step over here is what are you trying to address? What is your nonprofit all about? What problem are you trying to solve? For this example, I'm going to talk about shopping for seniors.

I have a whole lot of senior citizens in my area who need help with their shopping. I want to help them out. I'm creating a nonprofit shopping for seniors. I think it's great. My mother-in-law thinks it's great. Everybody thinks it's great. So I create shopping for seniors.

Now, I don't want to just jump in and start raising \$5,000 and going shopping and bringing peanut butter jars to everyone's house.

Slow down. Got to do some research. So let's think about the five steps of research that you want to do. Now that you have your idea of your nonprofit.

## The Five Steps

### Step 1: Root Cause

Number one, think about what is the root cause of the problem that you're trying to help solve.

Why is it that Gladys is having issues with shopping, right? She's 85 years old. Is it that she doesn't have a car? Is it because she loves shopping, but she just can't bring the bags back to her house? Is it that there isn't a supermarket open at the hours that she's awake?

Is it because she has medical issues that she has to be in the hospital? What is the reason?

Really dive deep and start to uncover layers because you want to really make sure that you're solving the issue and not just on a surface level, but on a few layers deeper.

So number one is to really dive deep into the root causes of the problem that you're trying to solve.

### Step 2: Research

Next, number two, spend a couple of hours online. Start researching this problem.

Shopping for seniors. I'm sure other people have thought about this. I'm sure other people have tried to tackle this problem before. Look around on the world wide web and google to see what's out there.

### Step 3: Deep-dive

Number three is to read a couple of articles. See if you can find some podcasts, interviews, or articles, not just Googling, but *really* interacting with people who have either done something about this or who have researched this. Whatever your nonprofit is looking to create and solve, start reading some articles about that.

### Step 4: Survey People

Number four is start speaking with people who are in this space- at least four people.

So for me, Gladys would be one. And possibly Gladys's friends. Maybe there is someone at a local senior home or the supermarket owner. Speak with the people who are already in this space.

### Step 5: Collaborate

Finally see if there's anyone else in this space that you might be able to collaborate with.

Could be that there's an institution across the city who's doing something similar and is not reaching Gladys and her 10 friends.

And so maybe I could collaborate with them for my side of the city, right?

Typically, speaking, you do not need to reinvent the wheel. Start doing your research so that you are able to fast track and create your program, your nonprofit, and not only the fastest way possible, but also the most efficient and effective way possible.

### Tips

Now, a couple of notes on this: One is don't get lost in a rabbit hole. Don't start Googling for hours and hours and well, there's another person I could call.... Oh, I just found this website.

There is so much research you can do but research is not the main point. Do *some* research.

I've worked on projects where we've done research for weeks and sometimes months, started a program, went out, did it, was successful, and then found out that there was someone very similar, sometimes even with the same name, doing the exact same thing. And guess what? It's Okay.

We have Uber, we have Lyft, they both do the exact same thing, and there's room for both.

There's always more people that need whatever help your nonprofit is looking to do, whatever problem your non profit is looking to solve. So just jump in, don't let perfection be the enemy of good, right?

If you're trying to get it perfect, it will only slow you down. If you're trying to create perfection, it will only slow you down.

Think about it. What would happen if Apple had waited, and said, "listen, the iPhone one is not good enough, let's wait until we have it perfect"?

No, you come out with version one, version two, version three, your nonprofit will pivot and grow and evolve, but just get started.

## Mentors & Cheerleaders

Let's think now about two things that I think are important for you as you go through this module.

Much of the course is getting a mentor and a cheerleading group. A mentor is someone who can help you out, someone who you'll be able to bounce ideas off of, and someone who is more knowledgeable than you. When you're looking for a mentor, you want two things:

1. Is someone who is more knowledgeable than you about building a non profit. Even better if it's specifically about the space that you're in. For me, I would look for someone who's built nonprofits around shopping for seniors.
2. And two, make sure they're available! You could have the foremost expert on shopping for seniors, but if he or she is never available to take phone calls or text messages, they are not very helpful.

So you really want a mentor that's available and knowledgeable.

For your cheerleaders, these are your friends. Might be family members, people who are going to cheerlead you on and say, we love what you're doing. It's so great. You're so great. Everything you're doing is great. You're saving the world!

You're changing lives. You want that cheerleading group because sometimes things can get tough and they'll be able to lift you back up when things get hard, because they will.

## Module 1.2: Value Proposition

In this module we are talking about creating your value proposition.

What is a value proposition you might ask? This is the value that you're proposing. The problem you are solving.

As you'll see over the next few videos, we're just going to be talking about the problem that your nonprofit is solving in a variety of different ways, but they're all important in order to be able to fundraise with clarity.

**Run your nonprofit with clarity.**

Step one is what problem are you solving? You're really going to want to describe what your nonprofit does as problem solving and not just as a list of programs.

So if I am doing shopping for seniors, I don't want to just have a: 'what are we?... We're a shopping service for senior citizens.'

I mean, that certainly says what we do, but let's talk a little bit about our services on a deeper level.

## 1. Conveying Depth

Let's say we are a caring community trying to support those who need it most.

Instead of just jumping to the 'what I do', talk about the underlying effect of my nonprofit and how it makes a change in the world.

These underlying effects build the foundation's story. And, as you'll see later, is crucial to fundraising because fundraising, which is the lifeblood of your organization (just like sales are the lifeblood of any for-profit donations) are the lifeblood of a non-for-profit.

And you need emotion to be able to speak to a donor and say, "Please donate to our organization."

That's actually going to be an emotional exchange. We're going to get to that once we hit fundraising. But that is why here at the beginning we're talking about the underlying issues.

We're not just shopping for seniors, but we're a caring community support for those who need it most.

You hear the difference?

On that note though, don't use jargon that no one's going to understand. Don't be like a solution for store goers. Like that doesn't make any sense. No one knows what you're saying. Be really clear about what you do. And you might want to be a little bit creative here.

Like I kind of did over there with the shopping for seniors, caring community support for those who need it most, you don't want to be so creative that it's unintelligible. The name of the game here is compelling. Emotional statement.

## 2. Audience

Step number two, let's get really laser focused and who your ideal audience is, who is your non-profit for?

It's not so simple all the time. Right?

Right now, shopping for seniors is focusing on senior citizens. But what if, what if actually. I find out that there are 150 college students down the block that all need community service hours or high schoolers.

Suddenly actually, maybe my nonprofit focuses on the target audience, being people who need community service hours and I'm matching them up with senior citizens. And so thinking about who my target audience is, is really important.

Am I focusing on senior citizens getting food? There could be a variety of ways we solve that problem. Or maybe in my research, I found that there were 150 people who needed community services. And I'm like, you know what, actually, I'm really passionate about giving people community service hours.

And they're now my target audience. And the *shopping for seniors* is just a way to fulfill them.

You hear the difference. And so it's really important to think about who your target audience is.

Who is your nonprofit actually helping?

## 3. Main Problems

Step number three. Identify the main problems.

The pain points of your target audience. Now think about how does your nonprofit relieve those pain points? How are they benefiting from your nonprofit?

Going back to my senior citizens, they're benefiting. Let's say I did the work and I found out that they're the true underlying cause. If you remember, that was step one in the last module, the true underlying cause is they just, they, they want to shop on their own, but they just don't have transportation.

Then their primary pain point was transportation. Now I found a local taxi service that loves giving corporate sponsorships and wants to donate some of their hours. I found taxi drivers that

are driving these senior citizens to the store, waiting for them outside and driving them back free of charge.

That's my nonprofit boom. Think about how these senior citizens are now finding value and are transformed because of your work.

Don't think about your own perspective. Think about Gladys's perspective: *"I suddenly am not exhausted at the end of the day. I can finally go shopping and not have to limit myself to one bag, which was making shopping more difficult and frequent. Now I only have to go shopping once a week because of my friend, Michael, the taxi driver."*

*I'm finally not exhausted at the end of the day and have time to hang out with my grandchildren.* Going back to the emotion, where is the benefit for the senior citizens? Not just, 'well, we have a nonprofit that helps senior citizens go shopping and we bring them. You know, transportation for food.'

That's not nearly as emotional and as true and authentic as: My name is Gladys. I can hang out with my kids at eight o'clock in the afternoon, in the evening because I have energy. Thanks to shopping for seniors.

You totally hear the difference.

If you've already started, you can already actually gather testimonials and language to be able to put into your value proposition.

And if you've already started, you can even ask your beneficiaries.

Tell us, Gladys, what does shopping for seniors do for you?  
Oh, let me tell you it does X, Y, and Z.  
Boom.

You already know the benefit and the value and that the pain point that is being relieved for them.

## 4. Benefits

Number four, identify three benefits that your nonprofit offers.

Remember to think about benefits, not features. Don't think about, well, we have taxis and we have volunteers and we have a friendly supermarket... No. Think about the benefits.

Like we had said earlier, we want to really dive deep. We want to get to the emotion so we're **not just** a shopping service. That'd be one way of saying shopping for seniors, but we're not just a shopping service.

We provide stability, dignity, and care for those who need help.

Right. That's again, the benefit that they get... those three things

Now what makes those benefits visible? How does it solve the pain points?

We had said stability. What do we do in my nonprofit to bring stability?

We offer: Daily taxi drivers for senior citizens who need it. That's stability.

What do we do to offer dignity? We bring them dignity by giving them a respectful ride and not having to walk the blocks, carrying only one bag when they really would like to bring more.

Care. We demonstrate caring by showing them that the community is stepping up for them. We're giving them the feeling that they're being seen. And that's how they're feeling cared.

Once you're connecting the three benefits your beneficiaries experience, you connect it with the actual program that your nonprofit does.

## 5. Description

Number five. Now turn this into a descriptive paragraph.

You're going to need this for later. This should be very simple, it should be basically that you're turning this into one paragraph.

You're going to have your value proposition and at the top you're going to literally write "value proposition."

You're going to say the title of your program, 'shopping for seniors.' Then you're going to have a few sentences of description saying why you're doing what you're doing and what you're doing.

Include three bullet points explaining the benefits of your program. And have one or two images on this document.

If you've already started or if you haven't already started, use stock photos, but just to make it look nice.



This is your value proposition.

## Module 1.3: Mission Statement

This is where we're really getting into documents that you're going to be able to show other people. This is something that you're going to have both internally and externally that says what you are and how you do it. It's a succinct statement that says everything about your organization.

What is our mission at Shopping for Seniors?

Our mission at Shopping for Seniors is to raise the standard of living for local senior citizens through a shopping service. Enabling them to spend their golden years with family and friends.

You see how that's a powerful mission statement?

I could have just said, we buy food for senior citizens and help them out. But that doesn't really tell you a story or the deeper level of what we're doing over here.

In order to create the mission statement, don't forget to check in with your mentor or check in with your cheerleaders.

If you're doing this with a team, check in with your team.

You'd be surprised about the variety of perspectives on what your mission statement actually is.

That's amazing because that will really help get your team on the same page. And being on the same page will only help skyrocket your fundraising, your marketing, your interviews and everything that you do.

So this is a huge opportunity over here.

You can even run this mission statement by complete strangers.

I mean, I don't know if you're going to just walk up to someone in a supermarket. But if that's your thing, go for it.

Walk up to someone in a supermarket and say, *"Hey, I run a non profit. It's called Shopping for Seniors. Can I tell you our mission statement? And you'll tell me if it makes sense to you. I'm just looking for completely objective perspectives."*

Most people will be very happy to hear it out. And then, if they say something to the effect of not making any sense you know you may have more work to do.

You want your mission statement to make sense right away to someone who hears it.

## Vision

In that mission statement. Now we're also going to add a vision. Okay, it's called the vision statement. What's your vision? What is your dream? And this the vision statement, which is on the bottom there, says here is here is the world as we imagine it.

If we were to get a billion dollars, right? If we were to have unlimited resources, unlimited manpower, How would we envision the world? We envision a world where senior citizens get to spend as many of their hours with friends and family as possible, that's a vision statement, how do we do it? We do it through shopping for seniors.

But the vision is that tells you about the world as we imagine it.

## Module 1:4 Values

All right. In this module, we are going to talk about values. Why are you passionate about this?

Your mission in this module, shall you choose to accept it? Is to write down what are the values of your organization? Donors like to see purpose. And it actually helps will help your organization grow, because you'll always know -what are you based on?

What is the nonprofits values? That did nonprofit is based on like, these are our values. Come thick. And then we are sticking to these values. That might be compassion that might be justice. It might be education. It might be. It could be anything you want. It could be your values. If you're getting a little stuck, you can always Google list of 50 values. and just kind of peruse them.

And we've got a worksheet for you here, so enjoy.

## Module 1:5

### Roadmap

Okay, time to create your road map, your non profit road map.

This Document is Super important because we're going to use this road map to turn it into your pitch deck. And your one pager, your pitch deck and your one pager are going to be the actual documents that you bring to your donors and say, Hey, would you like to donate to our cause?

And so what you've been building until now, your value proposition and your mission statement and the values and everything that is like, all the ingredients to your nonprofit. You're going to put all those ingredients together now and you're creating your roadmap. Your roadmap is essentially your business plan.

It's going to be the guide that helps your nonprofit navigate its growth and its impact. There's going to be seven things. in this roadmap.

#### 1. Mission and Vision

Okay. This defines the purpose and your long term goals. Boom. You've already got that. We already wrote a mission statement. We've already got your vision. So that's going to be the first page of your roadmap.

#### 2. THE Problem

Number two is the problem you are solving. Boom. We've already got that.

That is your value proposition. What's the issue? What are you solving?

#### 3. Goals & Outcomes

Number three, this part you don't have yet goals and objectives. Okay. This is going to be specific, measurable goals, and outcomes to strive for.

Let's take shopping for seniors. Our goals might be to engage five taxi drivers, and, and have 10 seniors be served on a weekly basis for at least three months. That might be a goal, right? And you can hear to some specific outcomes there.

#### 4. Action Steps

Number four is your action steps. Now this is going to be probably my, it can be wordy, shouldn't be too wordy, but there should be some content there. What are the action steps that you're taking in order to do that? Okay, so we're going to be calling the three biggest, taxi services here in the city that I'm living in.

You're, we're going to be putting out ads for local seniors. We're going to be connecting with the local senior home. We're going to see if the supermarket might give a discount for people who have a shopping for seniors card. All of the action steps that you need to actually go that will take you from my idea that I'm doing and what we're doing to solve it.

Or it could be that you already are in the midst of your non profit and now it's on to the next thing. Where is the eventual roadmap going for you? So if you're just starting off, it might be like, here is our first program that we're doing. But if you're already, even if you are starting off, but certainly if you're already in it, you might have a lot of different goals.

You might have three, or let's take shopping for seniors, two years down the line. We've got 1, 500 seniors being served. Hundreds of cabs, dozens of supermarkets into it. What are going to be our next steps? What are our big goals? Now, we would like to put, I'm just making this up. Obviously, we would like to put all of this together an extremely detailed presentation and video presentation.

And we're going to replicate this into another city. Right. That might be a big goal of ours as an example and the action steps in order to do that.

#### 5. Timeline

Number 5 so then you're going to want to, of course, have a timeline. We would like to reach X amount of people in the following way by X time. March 6 is going to be our first milestone.

By April 4th, we're going to want to reach at least four seniors. By June 5th, we're going to be what will be reaching at least 10 seniors. Etc, etc. You're gonna have a timeline.

#### 6. Expenses

Number six, resources and budget. It's going to say your expenses.

We need to, I mean, shopping for seniors is actually not a very expensive program, right? Oh, you know what? This is a perfect example. Okay, shopping for seniors, right? The cabs are volunteer, the money that's being spent on the supermarket groceries are the seniors, we never offer to pay them the money, we're just matching them with the cab drivers.

So what, what are we raising funds for? Right? And if you've been, if you listened in the orientation, there's lots of things we need money for. We need money for marketing. We need money for staff. Guess which staff? Me! I'm an employee that's running this entire thing. I should be paid . Otherwise, if I don't get paid, then the whole thing falls apart.

You might have an accountant. You might have the software that you need. there's lots of things that you could be, fundraising for. So you're not going to go out and say, I'm raising money for an accountant. What you're going to say is, I'm raising money for shopping for seniors. And the money is going towards those things.

So you're going to want to show, a pie chart is great for showing this. You're going to want to show your, the money out. And you're also going to want to show the money in. Here's where we're getting grants from. Here's, , here's how much is in donations. Here's how much is in revenue.

Here's how much is in appreciated assets again, whatever money is coming in. Should be on two pie charts one and one is money going out and one is money coming in

## 7. Metrics

Step 7 and then finally you're Going to want to show your evaluation metrics. Okay, how do how do we determine if we were successful?

So at shopping for seniors, We're, we know that we're successful if we hit our goals, and if we've reached 10 seniors by July 4th, And we know that we've been successful.

Some additional metrics of success are we're going to be sending an evaluation form to all 10 seniors and seeing if they've been happy with the service they've been getting. Another metric of success might be, awareness. We're, we're perhaps, you know, we're, we're putting up flyers all around letting people know like, Hey, don't forget about the elderly of your community that might be a form of metrics of success as well. Another metric of success might be checking in with the cab drivers and seeing how they feel and maybe they feeling great about their volunteering.

All the aspects of your nonprofit, checking in the metrics of success for those.

## Conclusion

So those are your seven steps. Again, I'm going to go through them really quickly. We've got your mission and your vision. Your value proposition, right, the problem you're solving, goals and objectives, right, number three. Your action steps, your timeline, your money in and out, and your evaluation metrics,

okay, so this is going to be a written document and should be one or two pages long. It's pretty significant.

## Using AI

And now we're introducing, if you have not already been using this already, AI. Okay, chat GPT and any form of AI. There's lots and lots of different GPTs out there. There's lots of different form of AIs.

Cannot recommend this enough. I mean, it is a phenomenal tool it does not take you out of the equation. I mean, I'm making this video. I'm July 4th, 2024. Who knows what it's going to look like in three months or three years from now. , but currently it's great. It's great for ideas. I would highly recommend watching a YouTube video or two and just saying, chat GPT for beginners.

You can even ask chat GPT what are some great prompts that I can give you? Um, but in a nutshell, you can, uh, it's great for ideas. It's also great for editing. It's also great for, you can just type it, everything that you just kind of have in your brain and say, Organize this into a roadmap for non profits.

And brrrr, it'll do it all for you. Right? I'm only introducing this now because the last few modules, I really wanted you to do them on your own so that you're not, you're not trying to shortcut. But at this point, when you're putting all this information together, It can really do a lot of that work for you in a professional way.

You can also tell it to write in a certain style. , you can write, say, write this in a, in an informal way. You can say, write this in a. extremely impressive way, you can, you can really give a different style. You can even train it on your own style of writing.

You can say, learn my style of writing and, and give it some documents that you've written up or emails that you've written up. So it learns your style. it can give you feedback on things that you've written. It can organize things, it can summarize things.

You can also give it a role. You can say, chat GPT at take on the role of a nonprofit expert or of an expert fundraiser or as an expert marketer and and tell him and give me feedback on the following and then type in your mission statement and say, What would be your feedback?

And then the chat will say, you know what? Maybe use this word instead of that word. And so it's just a really great tool, especially now, and certainly we're gonna be using it moving forward, especially with grant writing. So you should really get, , get familiar with it now.

This document is going to be internal. It's for you for your nonprofit. , and then in the next module, we're going to turn it into a pitch deck and then into a one pager and then we'll be done with the module and you'll be ready to fundraise, which is pretty cool. okay. See you guys in the next video.

## Module 1:6

Okay, how exciting is this? Time to create your pitch deck. Okay. So a nonprofit pitch deck, like we had said is a presentation that provides an overview of your entire nonprofit organization. The mission services that you offer everything's in this pitch deck. So the purpose of the pitch deck is for you to be able to communicate and convey in a powerful way to potential donors what you're doing, why you're doing it, how you're doing it and say, Hey, would you be able to make a donation? , we're going to jump into this in a moment.

So I want to already say the difference between a pitch deck and a one pager. One pager we're going to do in the next module is guess how long it is. It's one page. It's for people who don't have a lot of time who are just going to want to take a glance or a, it could be someone who, , you don't have such a strong relationship with, and they're not going to look at 12 pages of a pitch deck.

And you say, listen, let me just give you a brief one page overview of my organization and I'll say, great. I'll take a look at that. And that's, that's a, one-pager the one pager is going to be next module

in this module. We're talking about the pitch deck. There are two types of pitch decks. And we're going to create them now. One is, which you're going to create first is a pitch deck with all the different slides about everything that's going on in your organization.

And it has a pretty good amount of content. And that's for when you're soliciting a donor. Or you're telling someone about your organization, but you're not actually in person, you're not presenting to them. This is something that you're emailing them. And so, because you don't have the ability to speak out all of the points that are happening in the slides, you put a significant amount of content.

And so you send them these, this email with eight or 10 slides. And so they can really read and get a thorough understanding of your organization. And that's what we're going to create today. What I also would suggest for you to do is to take the same pitch deck and delete a whole bunch of the content and just have bullet points per slide.

And the reason for that is when you're presenting to somebody. Let's say again. If you have this meeting with a donor. You know, you think you could really get, let's say at 2000 or \$5,000 donation, like a really nice donation from this donor, -you don't want them to be looking at these pieces of paper that you printed, or if it was on zoom and you're sharing slides, and they're just reading all of this content while you're trying to talk to them, the moment you hand something to somebody they're going to be reading it, it's human nature.

And so you really just want to give them bullet points. And so

That it's a supplement to what you're saying.

So that they have this paper that they can see the bullet points of what you're saying, but there are focuses largely on you presenting it.

And so you're going to want to have that second presentation form as well. And I'll already tell you now you're going to have a much higher rate. Of Securing donations. If you can get that second kind, any, in-person meeting that you have, you're going to have a much higher rate.

It's much better to always make a presentation live either on zoom or in person than just emailing. Your pitch deck, but sometimes you don't have a choice and it's all you got and it's all you can get. And so you email your pitch deck. Okay. That was a short introduction. So what goes into the pitch deck?

## The Pitch Deck

The pitch deck looks beautiful. Okay. So this is something you're going to make on Canva or PowerPoint. It's going to have pictures and either stock photos, if you don't have yet or actual pictures from your events, if you have a, and once you do get pictures, make sure to update the pitch deck with actual real pictures, testimonials, right.

This is something that looks gorgeous that really presents your nonprofit in the way that it should be presented in a respectful and impressive way. Cause it's an impressive thing that you're doing you're changing the world by changing someone's life, even if you're just changing one person's life or changing one demographic, whatever it is, you're doing something incredible.

And you should be proud of that. And it should look that way in this pitch deck. I don't want to be too specific on how the slides should look because that's really for your creative genius.



## Emotion & Urgency

Um, but it should, but it should have two follow things.

of course the name of your organization. Your mission statement, your vision statement. , the value proposition, what the problem is and how you're solving it, it should have your values were based on new following values. The goals of your organization

it should have the benefits that the people remember, we wrote the three benefits that the people are, benefiting from your nonprofit. It should definitely have impact and success stories. If you have them already.

It should definitely have an emotional punch. . Go back to your research and find that again, shopping for seniors, 65% of senior citizens, can't go shopping on their own.

I just made that statistic up. It's not real. I have no idea if it's real or not.

This is your opportunity to show the donor that, this is a problem and we need to solve it.

The three things that you really want to make sure that should be guiding your pitch deck is one. It should be very nice looking. Okay. Organized good looking, et cetera.

Two. It should convey emotion. Okay. It should be. Again, like this is a big issue, right? Or look how Gladys look at this testimonial from Gladys. Look at the picture of her smiling when she's hanging out with her grandkids, right?

Emotion, emotion, emotion. You really want this as an emotional piece of work.

And the third one is urgency. We need this now. And if we don't do this now, it's going to be a big problem. Very, very sooner. If we don't have this, now there are X amount of people that are going to be suffering.

So three things should be good looking. It should be emotional and it should be convey a sense of urgency.

## Plans

Okay, then you can take a little bit about your roadmap, your timeline about what you're getting done and when, again, you're not going to have your whole roadmap in here. This is, we're talking about slides here. So it's obviously going to be a shorter version. You should have a slide

with your team. Okay. If it's just you, then it should be about you. My name is Akiva. I'm passionate about this because of X.

Here is a little bit about my background. I'm super dedicated to this cause. It's a little bit about that. Again, don't forget. You are the most important employee of this organization. After that you should have a pie chart of the amount of money that you need, , and the amount of money that, that goes out.

Again, those two pie charts that you already created,

So then you're going to get to this last slide, which is, um, a very important side, which is the CTA call to action.

Okay. This slide. You know, you might make a few different copies of this, of this pitch deck for different people. This slide might be a call to action for a partner organization might have nothing to do with fundraising. This slide might be looking for volunteers, and you're saying the call to action is we're looking for eight taxi drivers to join us on this mission. Right. That might be that this slide or the CTA might be we're looking for donors. Okay. And then when we get to the fundraising module, you'll learn about the different kinds of donations you might put here. But just in brief, we're looking for monthly donors of \$12.

We're looking for a sponsors for, a senior for \$1,800 per month. Or for a \$3600 donation. We'll put your name of your business on one of our taxi cabs. So there'll be free marketing for you, right? Whatever it is that the call to action is that's where that page is going.

And of course you want the page to be clear the call to action, the guideline for the call to action is twofold. a it should be very clear what you're asking for.

Okay. very very clear. Here is the ask. It is a donation. It is volunteering. It. Whatever It. might be very clear. And this is where a lot of people don't always get it a hundred percent. Right. Is where do they go from there? Okay. So what is the next step? And there should be a button or a link, embedded, like in order to make a donation click here or copy this URL in order to, join our, volunteer group.

You go here and it should be, and then when they go to that place also, We'll we'll talk about that. When we get to your website, it should be very clear why they're on that page and where they go, where they click, but we'll get there when we talk about website design. All right. My friends hope that was super clear.

And, we're gonna move on to the last module, which is your one pager. see you there.

# Module 1:7

Okay, congratulations on making it to the end of the first module.

You've done a lot of hard work till now. That was really well done. Congratulations. Like we had said in the beginning, this is building your foundation, your entire nonprofit rests on you having clarity why you're doing what you're doing and how you're doing it. Because when you have clarity, you move with confidence. And when you start fundraising, you start finding volunteers, you start actually creating your program.

It all it's. So it. I'm passionate to thinking about it. And I'm not even doing shopping for seniors, but it's like, it makes sense. Like you've got Michael, the cab driver, you've got Gladys who needs help and you've got, it's just, it's just, it's so clear to you in your head and it, it it's, it becomes your life in a good way.

Not like taking over your life way, but like in a great way. And that way, when you meet with. A donor, it's just the enthusiasm. And the clarity allows you to have a meeting with confidence and be able to say with confidence, we need \$2,500 within the next month or Gladys and her nine friends will, will not be able to continue having this.. Will not be able to continue spending their golden years, how they deserve to spend their golden years.

How we all deserve to spend our golden years. Went into fundraising mode for a moment.

You'll be able to have that too, because of the, your such, such clarity. Let's move on to the last part over here, which is creating a one pager. So like I said, this is a simple Canva document, which is

wait for it, wait for it. One page long. And, uh, you're going to use this, for people who just want to read something quickly. So you're going to have your mission statement. You're going to have an emotional hook along with the problem you're solving. Okay. So it shouldn't just be, it shouldn't be too dry.

You still want to have some emotion in there. You're going to have a really quick one paragraph description of your organization. Again, how you're solving it. Some pictures and, and then your call to action

your contact details should be on this document as well as the pitch deck. Your contact details in general should be everywhere. Like here's how to reach us. on your website and everything,

everything that you have, there should be a way to reach you. cause you never know what gets forwarded.

You never know how people find out about your, your program. They saw a flyer on that flyer at anything that you put out there should be an email or a way to contact you shoppingforseniors@gmail com, whatever it might be, that should be everywhere as well.

Okay. You've done it. If you've done this whole module, you should have, you are, , you should have a really strong and competent feeling about your organization and clarity about what it does. You should have a written value proposition, document, mission statement, values, roadmap, pitch, deck, and a one pager.

That that's pretty good. That's amazing. You rock. I will see you over in module. Number two.