Curriculum:
https://docs.google.com/document/d/13zeL45SmxHzNpOD72W3aLTsR5veBzKSrnitoqGIlwBU/edit

Live class #1:

https://fathom.video/share/w132PXHEE2YLD_R7cszspD8GzQogxYKi

- Who i am
- Why i created this course
- Introductions - a bit about them and their nonprofits. You are each filling a need in this world

- Thank them for their trust
- We are going to be a cohort and grow together
- How this course works:
    - Recorded content - im looking for feedback! With ai i can make tweaks, so really any feedback is great.
    - Im recording as we go
    - Post on the NN group - lets all grow together!
    - Please ask me all the hard questions - so I can grow and be ready for the official launch
    - Give them login info and calendly (45 minutes each)
    - Do we want to move to 8pm

One idea:

- ASK what is fundraising? Wait for replies
    - Answer: its an alignment of values
    - What do YOU usually donate to? why?

- There are 4 types of fundraisers -
- https://www.canva.com/design/DAGKh6bYJ_8/vLhAavdbB1iFBzi3ojYIrw/edit
- Recap, posted in announcements:
    - Hi everyone!
       Was so great to see you all yesterday and thank you for coming! Here is a

recording of the class:
https://fathom.video/share/w132PXHEE2YLD_R7cszspD8GzQogxYKi

- ○ A few items:

  1) Please find attached - your 8 donors worksheet, and fill it out by next week!
- ○ 2) Here is my calendly for our 1:1 meetings, but no need to book anything until after our call on July 17th:
  https://link.nonprofitnavigator.pro/widget/bookings/nonprofitnavigator

  3) For those of you who are not yet fundraising for a specific nonprofit - Don't worry! We will be covering that in our first module. Meanwhile here are some action items:

  a) What are you passionate about that you could AUTHENTICALLY raise money for? This might be something that you yourself like to support.

  b) You might have written down a few things. They are all right! But let's focus on one. Close your eyes (actually) and think - Which one of those programs could you see yourself waking up to running every day, and be glad to do it!

   c) If you're still stuck, another way to approach it is not about the program YOU run, but about your beneficiaries. Get into their mind a bit - how will they be benefiting from whatever it is you create?

aLive class #2

- ● Who watched the first module and what do you think about the ted talk

Trust - you are the boss, not them

- Follow up on 8 donor worksheet
-
- Intro to next module - building everything you need for the foundation of your nonprofit in order to be able to be confident: a) confidence in how amazing what you have is b) confidence in asking for money because its not for YOU, its for the need you are filling in the world

- Everything is about relationships - already start that in this module.

- Parts of the module might not be for you! Thats ok. Dont get overwhelmed. I know most of you only have 1-2 hours a week for you nonprofit. Make sure your dreams align with the amount of time you can put in. also ask yourself - if you had more money would you be able to put in more time? Is the time you have during the rest of your week aligning with your ultimate goal of this nonprofit - ie for tani are you focusing the rest of your time on trauma therapy? Every hour of your week should have an address. Keep your life organized with google calendar.

- I put worksheets and examples - but you make your own! You dont have to follow them exactly. The point is to be prepared. Its also an art not a science.
- Please continue to give me feedback!
- We are now going to start the 1:1 training.

- Coach adele: networking with people in your
-
https://www.canva.com/design/DAGLNVZPafU/waUG1AUa5KUFOkJMgdChRg/edit

Live class #3

Recap about module 1 and my email
Module 2

- 3 ways to communicate
  https://www.canva.com/design/DAGLxJhl_CE/B7S2OdD893S3PGM-a01lcA/edit?utm_content=DAGLxJhl_CE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Hi everyone! Great meeting yesterday. Recording here:
https://fathom.video/share/kJ-ttBrZJK6E83a5PCEz8HgPiJkPHemR

Here's what we covered:

1) 3 communication tips. This video is 7 minutes and MUST watch, explaining the "no" and "that's right: https://www.youtube.com/watch?v=waTzPF4P6oY

2) We workshopped three items together:

* How to do product education for Tani's nonprofit

How to pick your target audience a) Who do you LOVE to teach and reach? b) Who are the people that will want to hear from you? Then discussed starting with the core (attract, don't chase) and step #2 in the roadmap being reaching other people.

How to motivate a team with YTA - get them on board with individual connection, not posting on whatsapp groups. Help them see the vision - "are you happy with your salary? Do you think the school is at it's highest potential?" get them to say no, ask them what they think, reflect it, and then they'll say - "that's right." Then share your vision of what you are DOING about this - IE fundraising for all our hopes and dreams.

Live class #4

- Roi tutorial
- The part you like most of your org
- Share your success with your org and your challenges

Share from hannah farkas webinar - all about trust

Live class #5 sept 11

Use questions that open up your donor to imagination. Remember its a conversation not a presentation. Its interaction not an explanation. They need to know they can trust that their dollars are going to a good place, and ONE of the ways of doing that is through them trusting you. Here are some questions that utiize their imagination:

"Can you imagine what would happen to a teen who didnt use his phone for 6 week"
"What does a world where passionate judaism at all times look like?

By utilizing their imagination, you are "selling" in ways you never could. Ie if you mentioned their grandson - they know things about their grandson that you dont. And they will connect it to you org. Let THEM do the work!

Live class #7 oct 9

Everyone should have a strategic plan for raising your first 3k.

Class Title: FUND – Cultivating the Right Mindset for Fundraising Success

Acronym: FUND **https://www.canva.com/design/DAGN1P9JDm0/JPH-1wu-F2clPcgWU8plgw/edit**

- **F**ocus on the Cause
- **U**nderstand Rejection
- **N**urture Relationships
- **D**evelop Confidence

Introduction (2 minutes)

- **Welcome and Introduction**: Briefly introduce yourself and the topic.

- **Purpose**: Explain that today's session will focus on building a strong mindset for fundraising using the FUND framework.

Section 1: Focus on the Cause (4 minutes)

- **Discuss**: Emphasize the importance of focusing on the mission of the organization. Explain that fundraisers are providing an opportunity for donors to support something meaningful.
- **Key Takeaway**: Fundraising is about service, not just money. The cause must be at the heart of every interaction.
- **Interactive Question**: Ask participants to think of one personal connection they have to the cause they're fundraising for and how they can share that story with potential donors.

Section 2: Understand Rejection (3 minutes)

- **Discuss**: Normalize rejection as part of the fundraising process. Reiterate that it's not personal and that resilience is key.
- **Key Takeaway**: Rejection is a stepping stone to success. Every "no" brings you closer to a "yes."
- **Activity**: Share a quick story or example of a famous individual who faced multiple rejections before succeeding. Ask participants to share how they handle rejection in their personal or professional lives.

ASK WHY THEY REJECTED YOU.

Section 3: Nurture Relationships (3 minutes)

- **Discuss**: Focus on building long-term relationships with donors, rather than just securing a one-time donation.
- **Key Takeaway**: A successful fundraiser is one who sees fundraising as relationship-building, not just transaction-making.
- **Interactive Exercise**: Ask participants to think of a time when a strong relationship helped them achieve a goal. How can they apply that experience to fundraising?

Section 4: Develop Confidence (2 minutes)

- **Discuss**: Confidence is built on a strong belief in the cause. Remind fundraisers that they are offering something valuable.
- **Key Takeaway**: Confidence without arrogance. Believe in the mission and convey that belief to others.
- **Quick Tip**: Encourage participants to practice their pitch in front of a mirror or with a peer to boost their confidence.

Conclusion and Q&A (3 minutes)

- **Recap**: Quickly recap the FUND acronym.
- **Final Thoughts**: Encourage participants to adopt the FUND mindset in their fundraising efforts.
- **Q&A**: Open the floor for any questions.

Live class #8 oct 30

Here is the fathom recording:
https://fathom.video/calls/160632172?tab=summary&timestamp=0

Here's a recap of what we covered:

- **Flowcharts for Program Design**: We went over how to map out programs using flowcharts on Miro.com, outlining participant journeys through the different phases of support and engagement.
- **Team Collaboration**: I stressed the value of working together as a team to build these flowcharts. It helps everyone visualize the steps and really understand the whole process behind the scenes.
- **Engaging Donors with Visuals**: I showed how using flowcharts can make it easier to explain a program's structure and its potential impact to donors—clear visuals can go a long way.
- **Circles of Engagement**: We talked about the idea that not everyone will be equally engaged, which is normal. Think of it as concentric circles, with some participants in the inner core and others more on the outskirts.
- **Two Types of Fundraising**:
  - **Operational Fundraising**: We ask donors to support programs that already exist.
  - **Project-Based Fundraising**: Here, we bring in donors who are excited about funding new initiatives. But the key is to make sure these projects are aligned with the organization's mission and capacity.
- **Donor Negotiation**: I emphasized the importance of understanding what drives a donor's passion, and finding a middle ground—especially when their initial ideas might not align perfectly with the organization's goals.
- **Avoid Over-Promising**: Lastly, I advised being careful about over-promising, especially when launching new initiatives. It's important to stay realistic about what can actually be achieved.

1) Dont forget - you know your organzation better than your donors!

https://www.canva.com/design/DAGS59kWmBA/GQoRKVvq47BebAxRjgNr7w/edit
https://www.canva.com/design/DAGThlWn4fg/HNvjsEtBjvJnNzef85Gdxw/edit
https://drive.google.com/file/d/1ApfxiMqA28ZwUzG6hWBuV9dFbYzTHpcB/view?usp=drive_link

Live class #9 nov 6

New people - share their non profit idea!
Shares successes
Share challenges

1) Always be connecting - its all about relationships
2) Emotion is the language of connection
https://www.canva.com/design/DAGMtn2ATL0/MixeLIFDsD7k8EWFqFYSGw/edit

Class 10 nov 13

What can you do to free up time?
● Use AI - 10 minute rule
● Outsource - fiverr
● Automate
● Get a PA
● Take things step by step you only have a finite amount of resources
  https://www.canva.com/design/DAGLNVZPafU/waUG1AUa5KUFOkJMgdChRg/edit
● If you want to go fast go alone, if you want to go far - go as a team

Class 11 nov 20

- 3 ways to communicate
  https://www.canva.com/design/DAGLxJhl_CE/B7S2OdD893S3PGM-a01lcA/edit?utm_content=DAGLxJhl_CE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

 3 communication tips. This video is 7 minutes and MUST watch, explaining the "no" and "that's right: https://www.youtube.com/watch?v=waTzPF4P6oY

Class 11 nov 27

Gave class #7: 📄 nonprofit biz plan & curriculum
Focus on what makes your nonprofit unique. What research have you done?

Emotion, specific, and urgent

Class 12 dec 3

Talked about how to find donors google them, look for other campaigns with that same topic as you, 990 telephones

USE - specific, urgent, and emotional

- Gave class #8

Major Donors
Retain major donors by writing handwritten thank you notes — make sure there's a wet signature! Personalize the message to include details about their last interaction with your organization.

Recurring Donors
Focus on explaining their impact. Send each recurring donor a personalized email that showcases the good you're able to do with their help. Bonus points if that impact is quantifiable!

One-Time Donors

Recapture one-time donors by creating content that drives further investment in your organization. Send a series of emails that spotlight your constituents & explain how they've been able to benefit from your services.

Prospects
Invite prospects to participate in a volunteer opportunity or attend an event. This will give them a chance to develop a connection to your organization and set the foundation for a long-lasting relationship.

Class 12 dec 18

- These have all been added to module 4:4 Show how to use donor search: https://donorsearch.zendesk.com/hc/en-us/articles/360016848614-DonorSearch-University
- https://mplx.run/search
- DS rating: https://donorsearch.zendesk.com/hc/en-us/articles/115000757873-DS-Rating-Guide
- https://www.donorlead.net/prospectview/getPDF/?pdf=yvyzGmPmvrws1w9i9slN6KhFjZrGdYfXTFCLAmjr5F9PzzFw4CMUps4K48ROeXYpK0JswMvWAB4ako8tkyulAIFB5FERl8xLmyzeVyqL4Z1g9C5ODScgOpF83qggtEx2ZFRHad1730Jsvar/F4XdMIKes59qfbHe/2dbKpvHvDs= and https://jweekly.com/wp-content/uploads/2019/02/Thank-you-to-our-2018-donors.pdf

Ascending based on DS score - DS1-1 are first, etc.
DS1-1 indicates high level of philanthropy
DS1-2 indicates extraordinary wealth
DS 1-3 indicates high wealth.

Dont get distracted - relationships, low hanging fruit, 80/20 rule.

Class 13 dec 25

- https://www.google.com/alerts

Time sensitive - time to meet?
- We need x amount of dollars by x date to do x - summarizing all fundraising in a nutshelll
-

Class 14 jan 8

Introduce taft https://theresanaiforthat.com/

Major donor doc

https://docs.google.com/forms/d/e/1FAIpQLSeXIvKS63_PSWrxmgGka6OU4WEOcP9sIlwontWHlbKszNuzHw/viewform?usp=header

Class 15 jan 22

Teach about running a parlor meeting

https://chatgpt.com/g/g-wll2YSVYY-epic-donor-welcome-series-assistant
https://chatgpt.com/g/g-oxQGVcSB3-epic-donor-thank-you-assistant

Did a kahoot

Class 15 feb 5

https://mail.google.com/mail/u/0/#search/linesbyloes/FMfcgzQZTChTCNNKztNnZgBwSWWTCrJH

Follow good habits.

Use chat gpt.

Class 16 feb 12

https://docs.google.com/spreadsheets/d/1i8b1shvoyOgSqViGI95qUqF3Lfsq0a3koPHeWfnvRyA/edit?gid=1736504234#gid=1736504234

Explain how if they need the sheet to do something, they can check extensions like email reminders or chat gpt for app script

They can add their own columns based on what they need - they might want to add:

Height - how much they can give
Heat - how warm they feel towards your org

https://docs.google.com/spreadsheets/d/1i8b1shvoyOgSqViGI95qUqF3Lfsq0a3koPHeWfnvRyA/copy

Class 17 feb 19
Dave

Class 18 feb 26

Class 19 marc 2

How to find dozens of donors!

Many federations and jewish foundations use the "issuu" website, so googling that helped. Also try googling federation, and also try using the word foundation. here you go, for toronto:

https://issuu.com/jkamen/docs/report_issuu

EVERYONE here can use this trick to find dozens of donors at no cost, so I'm pinning it

During live classes:

Shares successes
Share challenges
New people - share their non profit idea!
Share one short 15 minute idea.

March 12

People wont buy something that doesn't exist, but people will donate to something that doesn't exist

culture of contribution
When a donor says NO find out why. From no to know..

March 19

How to tell stories and the importance of telling them:
https://www.linkedin.com/posts/nathan-baugh_in-4-minutes-kurt-vonnegut-explains-stories-ugcPost-7313223312971612161-6946?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAnjx_kB-3b4LHhU30xsrP8Xa95lviJtg_8

24 hours before: ppl fill out form for group coaching
The rest of the hour is just group coaching
People who going to need the most help with modules 1&4 - maybe wednesdays at 2 hours long and an hour is the stuff above, and half hour for people who want to work on module 4 stuff, and half hour on module 1 stuff (optional)

Whatsapp group - can be opt in. but also a lot of people are busy and might not want it, and it will create dissonance. Better to buid that cohesion on the wednesday calls maybe. If whatspp groups - no voicenotes!

Marketing

1. https://docs.google.com/spreadsheets/d/1MYYL717L3ERnrWdvplgHMtDueyi27lJDoZcmMXna-kQ/edit?gid=0#gid=0