

Fundraising Fundamentals

Exclusive Fundraising Training: A new member benefit from the Alliance for Nevada Nonprofits and the National Council of Nonprofits.



- 6 in-depth courses on effective campaigns, online fundraising, social media strategy, donor retention, and more
- 25 interactive tutorials that provide step-by-step guidance on implementing successful fundraising and marketing strategies
- Expert reviews of fundraising appeals, websites, and email communications, including donor thank you letters
- Unlimited access to over 200 fundraising resources including:
 - Fundraising templates & checklists
 - Workshop forums
 - Live and on-demand webinars featuring leading experts

“This year we’ve had nearly three times the response with online gifts. I credit Network for Good’s advice and recommendations.”

COURTNEY TAYLOR, PHI THETA KAPPA FOUNDATION



In partnership with the National Council of Nonprofits, Network for Good is offering Alliance for Nevada Nonprofits members **complimentary access** to this premium fundraising training to help you create more effective campaigns and build capacity. A \$360 annual value, this package is now a free member benefit.

Ready to find out more? Email info@AllianceforNevadaNonprofits.org, or visit:

Fundraising Fundamentals

NONPROFIT TRAINING

Fundraising Course Descriptions

Course Title: Year-End Fundraising

Focus Area: Donor Communication; Fundraising; Digital Marketing and Securing the Gift

Summary: This training series offers tutorials, templates and worksheets – along with an expert review of year-end fundraising appeals – to provide a step-by-step guide to a successful year-end fundraising campaign.

Objective: Improve fundraising strategies and create stronger fundraising appeals to increase year-end giving.

Contents:

- Year-End Home Page checklist
 - Year-End Fundraising Worksheet
 - Year-End Fundraising planning calendar
 - Year-End Fundraising Appeal expert review
 - Year-End Fundraising Plan tutorials, including:
 - Year-End Fundraising importance
 - Creating a fundraising plan
 - Writing effective fundraising appeals (direct mail + email)
 - Important nonprofit website updates to improve donation process
 - Incorporating social media
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Course Title: Thank Your Way to Donors who Give Again

Focus Area: Donor Communication and Retention

Summary: Nonprofits will learn how to create a donor stewardship plan, write effective donor thank-you letters and provide ongoing engagement to ensure donors have a positive experience with the nonprofit organization and remain loyal donors. Our step-by-step tutorials, worksheets and checklist will help fundraisers apply best practices and get their stewardship plans reviewed by our experts.

Objective: Create a positive experience for donors through proper donor thank you letters and donor stewardship programs.

Contents:

- Thank You Letter Template
- Create a Donor Stewardship Plan Worksheet
- Elements of a Great Thank You Tutorial
- Write a Fantastic Thank You Letter Tutorial
- Create a Donor Stewardship Plan Tutorial

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NONPROFIT TRAINING

Course Title: Nonprofit Websites that Drive Dollars

Focus Area: Digital Marketing and Securing the Gift

Summary: Whether or not donors give online, they will visit a nonprofit's website to make a decision about their support of the organization. Nonprofits can optimize their nonprofit websites to reassure donors and improve the experience of making an online donation. Through real examples, tutorials and expert reviews, nonprofit fundraisers will learn how to maximize their online presence to see results.

Objective: Ensure your nonprofit website is optimized to drive donations and provide an easy and rewarding donor experience.

Contents:

- Nonprofit Home Page Best Practices Tutorial
 - Nonprofit Website Optimization Tutorial
 - Donation Page Best Practices Tutorial
 - Nonprofit Website Checklist
 - Year-End Fundraising Home Page Checklist
 - Nonprofit Website Planning Worksheet
 - Donation Page Checklist
 - Nonprofit Website expert review
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Course Title: Grow Your Nonprofit Email List

Focus Area: Donor Acquisition; Donor Communication; Digital Marketing

Summary: One of the best ways to connect with donors is through their inboxes. Email is still a primary driver of activity online and a critical component of any online fundraising campaign. Nonprofits will learn how to grow their email list by incorporating this effort into their entire outreach strategy. With practical tutorials, worksheets and an expert reference library, nonprofit fundraisers will learn the best practices for building their list and continuing email engagement to foster donor relationships that last.

Objective: Grow your nonprofit's list of email contacts, build an ongoing relationship with your audience and create ways to grow your list of potential donors.

Contents:

- How to Segment Your List Tutorial
- Using Social Media and Incentives to Grow Your List Tutorial
- Effective Calls to Action Tutorial
- List Building Form Placement Tutorial
- Create an Amazing Welcome Email Tutorial
- Learning from Your Metrics Tutorial
- Grow Your Email List Checklist
- Email Best Practices expert content library

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Course Title: Nonprofit's Steps to Social Media Success

Focus Area: Digital Marketing; Relationship Building

Summary: Nonprofits will learn the unique properties and opportunities of the major social media outlets. Fundraisers and nonprofit marketers will learn what types of updates and content work well on social media and how to interact with their audiences via this channel. Our step-by-step tutorials and expert advice will help fundraisers create an effective social media outreach plan and communicate effectively with their social supporters.

Objective: Learn to plan and produce effective social media outreach and content that attracts donors, fosters loyal relationships with supporters and communicates your nonprofit's impact.

Contents:

- Nonprofit Guide to Social Media Success
 - Secrets of Facebook Engagement
 - Twitter Tips for Nonprofits
 - Social Media Storytelling
 - Social Media Checklist
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Course Title: Right Things, Right Now Marketing Planning

Focus Area: Marketing and Management; Donor Communication; Donor Acquisition

Summary: Nonprofits will learn how to create an effective marketing plan, understand donor personas, and craft effective messaging for each stage of the marketing cycle. Our step-by-step tutorials, worksheets and checklist will help fundraisers create and implement a practical marketing plan that will help reach donors and increase fundraising results.

Objective: Create an actionable marketing plan that will help organizations reach the right donors with the right messages at the right time.

Contents:

- Marketing Plan Evaluation quiz
- Create a Marketing Plan Worksheet
- Donor Persona Checklist
- Value of Planning Tutorial
- Defining Goals Tutorial
- Create a Marketing Blueprint Tutorial
- Frame Your Messages Tutorial
- Build Your Plan Tutorial