

# A Step-by-Step Guide to Planning and Launching Your First or Your Hundredth Wildly Successful Online Fundraising Campaign!

This live training course is your complete step-by-step formula to:

- ★ Laying the groundwork for a wildly successful online fundraising campaign;
- ★ Launching with a bang to grow your audience and drive donations;
- ★ Capitalizing on your strengths and compensating for challenges;
- ★ Nurture your new digital donors and make them long-term supporters;
- ★ Using social media and email to raise more money;
- ★ Exploding engagement on social media and building your email list.

## Payment Plans available!

Here's what you get when you enroll in The Digital Fundraising Formula:

- 4 training modules taught LIVE each week by Julia, with manageable homework that we work on together. Dates are below.
- Weekly live Study Hall sessions, where we review the homework, share what we accomplished that week, and get all of your burning questions answered.
- Action-packed checklists, worksheets, and resource guides for each module to keep you on track, progressing, and taking action.
- 5+ hours of on-demand video BONUS trainings.
- Exclusive Facebook community just for students, to give you deeper support and peer guidance.
- Lifetime access to the course and all updates. (Yep! I said LIFETIME.)

## Live Training Schedule & Syllabus

### Kickoff and Welcome to The Digital Fundraising Formula!

MON - 9/5	TUES - 9/6	WED - 9/7	THURS - 9/8	FRI - 9/9
Watch the welcome video and introduce yourself inside the student-only Facebook Group!	Add all live training dates and Study Hall dates to your calendar.	Introduce yourself and tell us where you work, inside the Facebook Group!	Tell us what you hope to learn from this course, inside the Facebook Group!	Go inside the Teachable course platform and make yourself comfortable!
You'll get a link to join the Group when you enroll.		You'll get a link to join the Group when you enroll.	You'll get a link to join the Group when you enroll.	

Welcome to the club! Make yourself at home and get acquainted with Teachable and the student-only Facebook Group.

**Module 1: How to Plan for Digital Fundraising Success** 

MON - 9/12	TUES - 9/13	WED - 9/14	THURS - 9/15	FRI - 9/16
★ LIVE     TRAINING ON     ZOOM    ★	Watch the recording and review your notes!	Work on your homework.	Introduce yourself in the Facebook Group!	Live Q&A  4:00 PM ET on Zoom
3 pm ET				This has changed.

In module 1, we review exactly what you need to create and to plan for when launching a wildly successful digital fundraising campaign. We will review the assets needed, campaign examples, and build the first part of your Digital Campaign Blueprint.

### Module 2: How to Launch with a Bang!

MON - 9/19	TUES - 9/20	WED - 9/21	THURS - 9/22	FRI - 9/23
Watch the recording from last week and review your notes!	✓ LIVE TRAINING ON ZOOM ✓  3:30 pm ET  This one is NOT on Monday b/c I have to attend a funeral that day- thank you for understanding!	Ask a question and share a challenge or a win inside the Facebook Group!	Tell us what you hope to learn from this course, inside the Facebook Group!	Work on your homework.

In module 2, I show you exactly what to do on campaign launch day to grab attention, get your donors to open your emails, and to explode engagement on social media. We will create a plan for live streaming, video, graphics, and more!

### Implementation Week! (No live training)

MON - 9/26	TUES - 9/27	WED - 9/28	THURS - 9/29	FRI - 9/30
Get caught up on course work and action steps.	Watch the recordings and review your notes!	Ask a question and share a challenge or a win inside the Facebook Group!	Review the additional materials and templates.	Work on your homework.

During Implementation Week, I encourage students to take some time to review the course recordings and material thus far.

Ask your questions and share your wins with the other students inside the <u>Facebook Group!</u>

#### **Module 3: How to Amplify Your Campaign**

MON - 10/3	TUES - 10/4	WED - 10/5	THURS - 10/6	FRI - 10/7
<ul><li>✓ LIVE</li><li>TRAINING ON</li><li>ZOOM ✓</li><li>3 pm ET</li></ul>	Watch the recording and review your notes!	Ask a question and share a win inside the Facebook Group!	Live Q&A  4:00 PM ET on Zoom	Gear up for the holiday weekend!

Depending on how long it runs, your digital fundraising campaign may experience a lull. This is normal! What do you post after the launch? How to keep up momentum and interest? How to continue to raise money throughout the entire campaign? We will also cover how to mobilize Social Media Ambassadors to spread the word.

**Module 4: How to Nurture New Digital Donors** 

MON - 10/10 - Indigenous People's Day	TUES - 10/11	WED - 10/12	THURS - 10/13	FRI - 10/14
<ul><li>✓ LIVE</li><li>TRAINING ON</li><li>ZOOM ✓</li><li>3 pm ET</li></ul>	Watch the recording and review your notes!	Ask a question and share a challenge or a win inside the Facebook Group!	Live Q&A 4:00 PM ET in the Facebook Group	Celebrate your wins and your progress!

In module 4, it's all about nurturing and cultivating those new digital donors you worked so hard to get during the campaign. We will walk through how to build an email welcome series, what to send digital donors (they aren't like "traditional" donors), and how to bring them into the fold long-term and deepen the relationship with your organization.

WARNING! This is not a course where you download a bunch of videos and PDFs in one lump and muddle through with no guidance and no support! No way, no how!

## Class starts on September 12. This course will only be run ONCE this year! Register now: https://online-success-for-nonprofits.teachable.com/p/digitalfundraising/

In <u>The Digital Fundraising Formula</u>, I deliver one live training once per week. Each training is over an hour (depending on questions), but it's not all passive listening. **We start the homework for each week during the live session**, to help you create momentum and keep you moving along.

In the weekly Study Hall LIVE Q&A sessions (which are recorded for your convenience), we review the homework and go through questions, challenges, and any obstacles you may face along the way. These sessions are designed to help you stay focused and on track.

Each and every week you will have the opportunity to join me for a live training via Zoom, or **you can watch the recording at your convenience**. If you take longer to get through certain portions, no worries at all!

The syllabus gives you the complete live weekly training and Study Hall schedule. In addition, I'll be sure to send you an email reminder each week to keep us on track.

Let's get started!! I offer a 30-day no questions asked refund policy to ease your mind.

#### BONUSES (to be released as we go):

On Demand Video Trainings:

- 1. How to Drive Donor Engagement with Social Media workshop (50 minutes)
- 2. The Art of Storytelling in the Digital Age workshop (50 minutes)
- 3. How to Future-Proof Your Nonprofit In The Age of Coronavirus (90 minutes)
- 4. How to Launch an Emergency Crowdfunding Campaign for your Nonprofit (60 minutes)

#### E-books:

- The Essential Nonprofit Guide to Social Media Ambassadors
- How to Build Your Nonprofit Email List Using Your Website and Social Media
- Storytelling in the Digital Age: Nonprofit Strategy Workbook
- The Nonprofit Facebook Ad Planner
- The Ultimate Guide to Instagram for the Small Nonprofit