



Welcome!

to the Nonprofit Builder Training Program

Course: Developing a successful fundraising strategy

Trainer: Abena Lauber

Dates: [Schedule - Autumn Training Program](#)

Workshop 1 - Friday, 6 October 2023

Workshop 2 - Friday, 3 November 2023

Workshop 3 - Friday, 24 November 2023

Workshop 4 - Friday, 8 December 2023

Overview:

Unlock the key elements of a successful fundraising strategy with Abena Lauber. This workshop series delves into fundamental elements of a robust fundraising strategy. You will be able to craft an actionable plan aligned with your organizational objectives. Participants will analyze current fundraising activities, outline a 3-year budget, and identify clear fundraising goals. Priority donor segments, effective donor acquisition channels, and impactful fundraising techniques will be identified. Participants will define the most meaningful fundraising Key Performance Indicators (KPIs) that will provide valuable data to track the results and progress year-to-year.

Format: 4 workshops spanning 10 weeks, with an optional private coaching session to review and improve the fundraising strategy (30, 45 or 60 min) upon registration.

Tangible takeaway : Actionable fundraising strategy.

Introduction:

Nonprofits operating without a fundraising strategy often struggle with unpredictable resource allocation, restricted donor engagement, and wavering loyalty. The absence of a well-defined roadmap hinders effective planning, impeding the precise targeting of potential donors, the nurturing of relationships, and the optimization of fundraising avenues. This can result in missed opportunities, financial instability, and a challenging path toward achieving enduring mission sustainability. Many organizations find themselves engrossed in day-to-day programmatic and operational demands, lacking the time, resources, and

sometimes expertise to craft a coherent and actionable strategy. However, these organizations have accumulated valuable fundraising and outreach experience that, with careful structuring, can form a clear plan with a medium to long-term vision aligning with their mission objectives.

Learning objectives:

In this workshop, participants will identify the key elements of an effective fundraising strategy. This knowledge will guide them in crafting a practical plan that aligns with their organizational goals. The workshop lays the groundwork for a robust fundraising strategy, helping participants define goals that mirror their organization's values and future vision. Exploring key donor segments, channels, and strategies, participants will pinpoint the most impactful solutions. They will also identify meaningful fundraising KPIs for monitoring progress and results. Equipped with these vital components, participants will be ready to translate their fundraising objectives into an actionable plan, ensuring successful execution.

Learning outcomes:

Throughout these four workshops, participants will embark on a comprehensive journey aimed at enhancing their fundraising expertise to define a fundraising strategy. They will lay the solid groundwork to transform their fundraising goals into actionable strategies. Through both individual and collaborative efforts, attendees will emerge equipped with all the elements to define a fundraising strategy, tailored to their organization's reality, supported by a well-defined action plan ready for implementation.

Output

- Analysis of existing fundraising activities and opportunities for improvement
- 3-year budget projections and funding goals
- Priority donor segments, techniques and stewardship actions
- Templates that will guide the formulation of a fundraising strategy

Target audience:

Designed for non-profit professionals, this workshop is ideal for founders, board members, directors, communication personnel, and fundraisers. It is tailored for those seeking to refine their existing fundraising strategy or develop a new one, provided they have access to key organizational data encompassing strategic priorities, fundraising activities, and budgets.

Methodology:

In this interactive workshop, participants will gain expert insights into the main principles of crafting a fundraising strategy. Engaging in discussions and knowledge-sharing among peers, attendees will harness the collective intelligence of the group and benefit from the fundraising expertise of the trainer. Through an iterative approach of theory, dialogue, and thought-provoking questions, participants will construct a concise and highly practical fundraising strategy, tailored to their present context and future goals. Building this strategy will be facilitated with a step-by-step process supported by working documents. In addition, participants can choose to schedule a private session with the trainer for personalized strategy review at the conclusion of the workshop.

Content of each session:

Workshop 1: Setting the foundations

- **Laying the foundations:** outline the essential elements of the strategy.
- **Where do we stand:** fundraising history, techniques & statistics, audit board support and SWOT analysis
- **Embrace the cause:** deep dive into the nonprofit's mission, values, and the specific project or program priorities.
- **Set the stage for success:** define funding goals through a 3-year budget that reveals precise funding gaps
- **The power of a strong Case for Support:** the key elements of a compelling narrative that communicates why donors should support the cause.

Individual work:

- Short summary : fundraising history, statistics and board support
- SWOT analysis
- Key organizational objectives
- 3 year fundraising budget
- Key points of your case for support

Workshop 2: Translating your financial goals into tangible funding solutions

- **Uncover low hanging fruits:** identify opportunities in your existing donor pipeline
- **Pick the right fit through donor segmentation:** get to know the specificities of each donor segment and prioritize key segments based on your current situation and alignment with donor's interests and giving capacity.
- **Explore alternative funding solutions:** evaluate if your organization can develop alternative revenues
- **Engagement channels:** discover optimal channels for reaching and interacting with each priority donor segments

- **Craft segment specific goals:** explore different fundraising techniques and set SMART goals and objectives to reach them
- **Leverage the power of outreach:** identify potential collaborations with businesses, organizations, or influencers to enhance fundraising efforts.
- **Allocate resources for success:** identify and allocate resources to reach your goals

Individual work:

→ Build your fundraising goals and objectives canva

Workshop 3: Donor retention and fundraising optimisation

- **Align donation tiers and stewardship:** define different giving levels and plan how to recognize and appreciate donors, ensuring long-term relationships.
- **Measuring Success:** set relevant Key Performance Indicators (KPIs) to monitor progress and evaluate the effectiveness of your fundraising campaigns

Individual work:

→ Define donation tiers and key stewardship tactics

→ Formulate your priority KPI and how they will be put into place

Workshop 4: Implementation and optimization

- **Optimize actions with tools and processes:** identify the tools and processes needed to reach your goals.
- **Fuel your strategy with key milestones:** set key milestones and define your immediate to long-term action plan for each donor segment.
- **Test your plan:** share your strategy with the group to improve your plan

Individual work:

→ Write up a concise strategy

→ Develop an action plan and calendar to achieve your goals

Level of preparedness, preliminary readings

Participants should possess a solid understanding of their organization's fundraising initiatives and have ready access to relevant data, figures, and information. Their active engagement in the sessions, coupled with a commitment to undertaking individual work beyond the workshop, is pivotal for effectively developing a tailored fundraising strategy for their organization.

Your trainer:

Abena Lauber worked for Human Rights Watch, notably organizing their annual gala and managing major donors. With 20 years of professional fundraising experience, she founded a.Community in 2017, providing tailored solutions to support organizations. Abena has trained over 300 participants worldwide through online and in-person fundraising workshops she designed and co-designed. a.Community has worked with more than 50 clients for diverse sectors both in Switzerland and abroad. She sits on the board of several Swiss non profit organizations, and she is a visiting lecturer at the Haute Ecole de Gestion in Geneva for the CAS in Fundraising.

