

## **PROGRAM OVERVIEW**

for

# Fearlessly Ask for Anything Year-End Appeal Kickstart: Self-Paced

## **Description**

Program Goals & Objectives	30-day self-paced program to help nonprofit leaders craft a solid year-end appeal plan.  Participants will gain:  A clear definition of their Year-End Appeal goals  An action plan—and budget—that can help them get there  Access to a ton of helpful resources and recommendations  A network of support to make sure you stay on track
Facilitator	Barbara Bellissimo
Target Audience	Development Directors, Development Committee Chairs/Members, Staff
Program Modules	<ol> <li>Goal Setting and Current Resources</li> <li>What Works/What Doesn't; Outlining Your Plan</li> <li>Action Planning and Budgeting</li> <li>Finalize Your Plan and Marshal Your Resources</li> </ol>
Duration	Self-paced, designed to be completed in 30 days
Schedule	See details below
Delivery Format	Teach:able Online Platform
Resources and Materials	Action Plan outline Teach:able community Resource lists Presentations
Deliverables	At the conclusion of the program, each participant will have completed an action plan for their year-end appeal, including key resources, timeline and budget.
Support and Community	Teach:able Community, open for duration of the course plus two months.
Costs and Payment Options	\$197 Payment plans available.

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## **Schedule**

Week	Торіс
Week 1	Orientation, Goal Setting, Current Resources Getting to know each other, program expectations Clearly define Year-End Appeal Goal Identify current resources available
Week 2	Assess Past Appeals, Outline Your Plan Assess past appeals: what worked, what didn't Develop your 2024 Year-End Appeal Plan Outline
Week 3	Action Planning & Budgeting, Helpful Resources  Flesh out your Appeal Plan with action steps and budget  Review additional helpful resources
Week 4	Finalize Your Plan and Go! Finalize your Appeal Plan and budget Identify next steps Build your network of support