



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