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# TAKE YOUR FOOT OFF THE BRAKE!



Fundraising Strategies that Work  
in our New and Next Normal



TAYLORMADE  
EXPERIENCE

# OUR TAYLORMADE WORKSHOP

## Why?

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Working through a pandemic is new to all of us. Initially you may have thought, "I can't ask for a donation during this time, I don't want to sound tone deaf." Our custom workshop will help you renew your confidence and sense of motivation to be a successful fundraiser during this ground swell of change.

## Who?

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Perfect for customizing a road map with any level of development team - while also offering a modern, out of the box perspective to seasoned fundraisers.

## What?

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We can cover the following topics or customize a session for your team:

- ★ Cultivating donors with intention: how to implement a moves management program to approach prospects during COVID and the best way to make an effective ask
- ★ Board procurement: tactics to engage and motivate your current board to participate in donor outreach and evaluate the desired characteristics of new board members that are ready to support your organization.
- ★ Incorporating data analytics (AI): how well do you know your donors? Use your data to prioritize and personalize outreach to donors and learn more about the demographics of your audience.
- ★ Fundraising with live, virtual, and hybrid events: choosing the best platform for your organization to friend and fund raise!
- ★ Tackling grant applications: strategies to standout from the saturated market and compete for funding dollars.



## ROI - WHAT'S IN IT FOR YOU?

Our added benefits allow for more insight into the personality and driving forces behind your organization and team. Options include:

- Organizational Audit - we will share candid interviews with leadership, board members and staff to reveal strengths and challenges within the organization and provide an after action report with quantifiable and qualitative data- valued at over \$5,000
- Identify the personality traits of your team - let us conduct a DISC assessment valued at \$300 per staff member and review and discuss the results in an interactive group setting
- 3 months of professional coaching for your fundraising team - to include action item accountability check-ins - value varied by organization

### THE BOTTOM LINE

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We have purposefully lowered the cost of our workshops and added benefits to ease some of the burden placed on nonprofit organizations during COVID.

Our current pandemic pricing is \$6,000 for a 3 hour session with up to 10 staff members and can be paid in 3 monthly installments of \$2,000.



We'd love to hear from you.

For more information visit [www.TaylorMadeExperience.com](http://www.TaylorMadeExperience.com) and email us at [Jen@TaylorMadeExperience.com](mailto:Jen@TaylorMadeExperience.com) for inquiries.