

---

# TAKE YOUR FOOT OFF THE BRAKE!



Fundraising Strategies that Work  
in our New and Next Normal



TAYLORMADE  
EXPERIENCE

# OUR TAYLORMADE WORKSHOP

## Why?

---

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?

---

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?

---

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
- Identify the personality traits of your team - let us conduct a DISC assessment for each 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

---

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



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.