There All Along:

Fundraising Coaching for Replicable Success
Agenda

● Setting the stage
● Fundraising Coaching
  ○ Why
  ○ What
  ○ How
● Applied Practice
Introductions

Coach Jenna Ray, she/her/hers
Deputy Executive Director, Community Impact

Coach Clara Lind, she/her/hers
Director of Coaching
Ground Rules

- Take Space, Make Space
- Be Game
- Confidentiality is key
Why coaching?
The Scale of the Problem

- 69% of MN nonprofits said they weren’t confident that their current fundraising strategy meets the demands of their missions.
How is coaching different?
The Solution: **You**

- *You* know the answers
- Doing it *with* you
- Building *your* skills is top priority
Does it work?
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>Good use of time &amp; positive experience</td>
</tr>
<tr>
<td>97%</td>
<td>Improved fundraising knowledge</td>
</tr>
<tr>
<td>92%</td>
<td>Feel more confident</td>
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Let’s give it a try!
Three Whys Activity:
Why are you a fundraiser?
Three Whys: Application

- Utilize during *board meetings*
- Building strong *case statements* & appeals
- Team cohesion and culture-building
- Bringing *your community’s* voice into the room
- Find your organization’s *values*
Questions?
Thank you!