



# 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





# Today's Goal

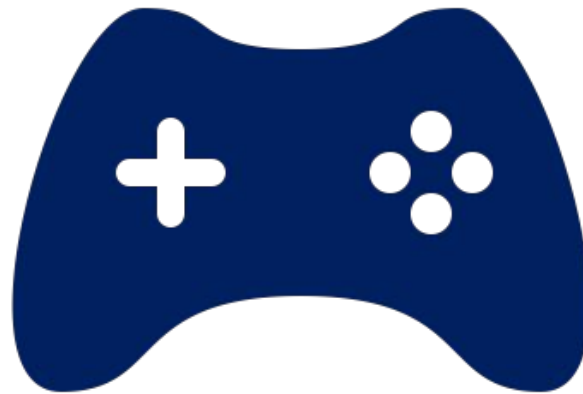
---

# 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?

---

---

100%

Good use of time  
& positive  
experience

97%

Improved  
fundraising  
knowledge

92%

Feel more  
confident



 **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!**

---



**raiseMN**