

mgru MAJOR GIFTS
RAMP-UP™
Coaching

MAJOR GIFTS RAMP-UP MGRU Model

SECTION ONE – Pg.2



MAJOR GIFTS RAMP-UP MGRU Coaching

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MAJOR GIFTS RAMP-UP MGRU Cloud

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SECTION ONE - MAJOR GIFTS RAMP-UP MODEL





How to Launch, Build or Retool Your Nonprofit Fundraising Platform

NONPROFITS WHO IMPLEMENT MAJOR GIFTS RAMP-UP:

- | | |
|---------------|--|
| ...START | ...funding programs from scratch that work and raise money |
| ...RETOOL | ...funding programs for success that are already in place |
| ...LAUNCH | ...new campaigns that are completed on time and over goal |
| ...REVITALIZE | ...stalled campaigns that are about to fail |

HOW IS MAJOR GIFTS RAMP-UP DIFFERENT?

- | | |
|------------------|---|
| ...PHILOSOPHY | ...based on donors being your nonprofit's primary client |
| ...REORDER | ...traditional fundraising exercises are implemented differently |
| ...METHOD | ...specific tasks supercharge short & long-term revenues |
| ...DELIVERY | ...model is implemented in a way that defies industry convention |
| ...TECHNOLOGY | ...uses 21 st century communication and data-mining infrastructure |
| ...SCALABLE | ...same method, tasks, and execution scaled to meet your needs |
| ...COMPREHENSIVE | ...integrates all income models using organizational development |
| ...COST | ...use external fundraising counsel at 1/10 th of the cost |
| ...DESIGNERS | ...proven by veterans who've started nonprofits from scratch |

WHO HAS MAJOR GIFTS RAMP-UP BEEN DESIGNED FOR?

- | | |
|------------|--|
| ...MEGA | ...the \$100 Million dollar shop |
| ...LARGE | ...the multi-million dollar shop with multiple field representatives |
| ...MEDIUM | ...the million dollar shop with some development staff |
| ...SMALL | ...the small nonprofit with no development staff |
| ...NOT YET | ...the person or group who hasn't yet secured their 501(c)3 |
| ...ALL | ...any person, group, or organization that relies on philanthropy |

HOW FUNDRAISING SUCCESS IS MEASURED:

How does one measure the success of MAJOR GIFTS RAMP-UP? It doesn't matter if your launching an Operations, Capital, or Endowment campaign you still must define, in advance, what quantifiable metrics will be used to determine if your fundraising goals have truly been achieved. Here's how the users of MAJOR GIFTS RAMP-UP measure success.

MAJOR GIFTS RAMP-UP ensures that fundraising campaigns...

1. ...come in **OVER GOAL**
2. ...are completed **ON SCHEDULE**
3. ...are executed **UNDER BUDGET**
4. ...result in **HAPPY VOLUNTEERS**
5. ...produce **GRATEFUL DONORS**
6. ...promote **COMMUNITY PRIDE**



The unusual success of Major Gifts Ramp-Up is made possible because it's different. It's so different that it will change the entire culture of your organization. Here are the eight reasons MAJOR GIFTS RAMP-UP has distinguished itself in the fundraising industry.

1. PHILOSOPHY...



First, MAJOR GIFTS RAMP-UP is based on a PHILOSOPHY that turns everything upside down and inside out. Let's suppose for a moment that you run a food and clothing bank. Convention would say that your primary customer is a person who is hungry and your mission is to provide them nutrition. *How would your philosophy of management, operations, and fundraising change if the mission of your food bank went something like this:*

“Heart of Hope Food Bank exists to provide community volunteers, advocates, and donors the organization they need to provide food and services to the homeless, hurting, and hungry.”

This mission statement makes THE DONOR YOUR PRIMARY CUSTOMER...NOT the person who is at risk. Therefore, everything within your management culture changes when you base your mission on meeting the needs of the volunteers, advocates, and donors your organization now exists to serve. What's the outcome? Exponentially MORE people receive the food and services they so desperately need.

2. REORDERING...

Second, MAJOR GIFTS RAMP-UP is based on a REORDERING of many of fundraising's basic principles used over the past fifty years. Some of the exercises may look the same but are implemented...

...in a different order
...in a different way
...for different reasons



These differences consider generational trends, economic changes, communication models, and the overuse and abuse of certain fundraising methods that nonprofits have relied on for decades. This has required a retooling of the process that considers the needs of the donor before the needs of the organization.

3. METHODOLOGY...

Third, MAJOR GIFTS RAMP-UP introduces new METHODOLOGY made possible by a wealth of information now available in the digital age that has not been considered or used properly in traditional fundraising models. MAJOR GIFTS RAMP-UP creatively brings new donors into your universe who self-qualify their interest in a manner that avoids arm-twisting. Nonprofits are at least seven to ten years behind the corporate sector in implementing these game-changing resources that make the raising of money more effective than ever.

4. DELIVERY...

Fourth, MAJOR GIFTS RAMP-UP as a product is DELIVERED to a nonprofit by a third party in a way that defies industry convention. For decades fundraising consulting firms provided what is commonly known as “residential counsel”. This model actually relocated a consultant to the



nonprofit's geographical location to run the campaign on a day-to-day basis. Only the mega-shops could previously afford this service. Now, in a modern day economy, even the large nonprofits can't hire-in resident counsel. As a result the consulting industry has turned to what is now referred to as “management counsel” which is delivered by coming onsite on a monthly basis for an indeterminate time period. MAJOR GIFTS-RAMP-UP is based on a different type of delivery system...

...not RESIDENTIAL COUNSEL...not MANAGEMENT COUNSEL
...but rather it's based on...TRAINING

*“Give a man a fish he eats for a day...
...Teach a man to fish and he eats for a lifetime”*

Chinese Proverb

The comprehensive nature of MAJOR GIFTS RAMP-UP's training system makes available to nonprofits for the first time the same product lines that previously only multi-million dollar organizations could afford. All the secrets, tools, and resources that consultants would charge hundreds of thousands of dollars for are now revealed, developed, and made available as a low-priced commodity instead of a high-priced niche service item. MAJOR GIFTS RAMP-UP has been designed in a way that allows a nonprofit to internalize this structure through training and resource systems that can be maintained by the organization in perpetuity.

5. TECHNOLOGY...

Fifth, MAJOR GIFTS RAMP-UP uses 21st century TECHNOLOGY not only in its delivery of the MAJOR GIFTS RAMP-UP system but uses new technology in the fundraising process as well. First, the model considers the use of the web, email, text, and social networking as part of donor communications.

Second, information sets and wealth data that never existed are now used in the cultivation process. Finally, cloud technology is used to provide the nonprofit over 10,000 pages of documents, samples, resources, videos, and audios used in the training process.



6. SCALABILITY...

Sixth, MAJOR GIFTS RAMP-UP can be SCALED to fit your needs. It doesn't matter whether you have no staff or a team of one hundred, MAJOR GIFTS RAMP-UP works for everyone. It's been used by the "Mom & Pop" to start their first nonprofit as well as the Mega-Shop that needed to increase their fundraising goal. The principles and methods used to achieve fundraising success are implemented on a time-horizon that considers the existing size and scope of both your financial and human resource.

7. COST...

Seventh, because MAJOR GIFTS RAMP-UP is based on a training model, COST is dramatically reduced. This is because "residential" or "management" fees have been eliminated. Existing communication technologies allow for the model to be implemented while reducing the high cost of airfare and travel. Nonprofits can finally secure the same services the big shops do at a fraction of the cost.



8. DESIGNERS...

Eighth, MAJOR GIFTS RAMP-UP has been DESIGNED by a group of veterans who've had the experience of starting nonprofits from the ground up. The vast majority of consultants started their careers at an established nonprofit and developed their craft by cultivating relationships with existing supporters. They may have learned the art of direct mail, the intricacies of planned giving, the correct way to solicit foundations, how to host a special event, even how to execute a successful capital campaign but have never experienced **the crucible of starting from scratch**. They have never internalized the convictions and skills that come from building an organization from the ground up. Creating something from nothing with only "duct tape and bailing wire" changes you. It changes everything you believe about the raising of money.



CONCLUSION:

The following steps overview the elements of MAJOR GIFTS RAMP-UP:

MAJOR GIFTS RAMP-UP...THE STEPS

- #1 MANAGMENT PHILOSOPHY
- #2 MAJOR GIFTS RAMP-UP OVERVIEW
- #3 ORGANIZATIONAL DEVELOPMENT
- #4 CASE FOR SUPPORT
- #5 ADVANCEMENT CALENDAR
- #6 PROSPECT IDENTIFICATION
- #7 AWARENESS EVENTS
- #8 PROSPECT CULTIVATION
- #9 SOLICITATION EVENTS
- #10 CAMPAIGN LEADERSHIP
- #11 CAMPAIGN INTERVIEWS
- #12 SOLICITATION PHASE
- #13 CAMPAIGN SUCCESS



MAJOR GIFTS RAMP-UP is unique. It provides every professional with a skill set that originates new champions from scratch. If you're a veteran you'll supercharge your existing program by implementing new systems that are proven to increase charitable revenues. If you're just starting, you'll have the privilege of achieving YOUR GREAT DREAM because you're implementing a sound plan that really raises money. MAJOR GIFTS RAMP-UP ensures you reach both your fundraising goals and achieve personal success.

SECTION TWO – MGRU COACHING

Major Gifts Ramp-Up Coaching...Learning By Doing

MAJOR GIFTS RAMP-UP COACHING is a 96 hour Adult Continuing Education (CEU) program that ensures your nonprofit secures the finances you require to underwrite your important mission. You see...

...all charitable organizations are in two separate businesses.

- a) The business of providing SERVICES
- b) The business of generating REVENUES

-Running a nonprofit is more complex than running an equivalent size for-profit enterprise. When a for-profit business finds a way to create value for a customer, it has also found its source of revenue...the customer pays for the value.

-When a nonprofit finds a way to provide value to a customer (for example, supporting the addicted population with a recovery program or protecting a rain forest), it has not created a sustainable source of revenue.

MGRU Coaching ensures your nonprofit takes the business of generating REVENUES as seriously as the business of providing SERVICES.

To maximize success MGRU Coaching is delivered via cohort training to a cluster of nonprofits based on geographic region and/or organizational type. Since MGRU Coaching is based on the core principles of adult learning... great care will be taken to ensure that cohorts are formed to leverage the life experience and professional knowledge of each participant. In addition, the cohorts will be established with the goal of long-term, sustainability so that participants in each cohort will build professional relationships with fellow learners and seek their guidance and support independent of DSI.

Finally, individuals enrolled in MGRU Coaching will be invited to include up to three additional staff, board members or volunteers from their same organization to attend training and coaching sessions. This ensures that this training series has the greatest impact on building the nonprofit's internal capacity to enhance performance and the ability to raise funds to advance its mission.

MGRU COACHING PROGRAM DELIVERABLES:

- 96 hours of Adult Continuing Education Units
- Certification in Major Gifts Fundraising issued by the National Development Institute
- CEUs applicable to Certified Fundraising Executive (CFRE) and Certified Nonprofit Consultant (CNC)
- Four (4) quarterly, in-person, one-day training sessions
- Twelve (12) live monthly teleseminars
- Monthly private telephone consultations
- Monthly cohort conference calls
- Unlimited email access to your coach
- Conferencing access for "peer-lead" cohort calls to discuss issues of mutual interest
- Access to the Major Gifts Ramp-Up Online Cloud
- Additional onsite visits by NDI Executives, as needed (*additional expenses may apply*)

What's the Cost?

Full tuition (including up to four participants) for all training sessions, coaching services, materials, peer-to-peer support and access to the MGRU Cloud is \$795 per month for this 12-month program.

MGRU Coaching Pre-Start Activity:

- Organization – Submit completed Nonprofit Development Inventory to DSI
- Individuals – Each cohort member completes MGRU Pre-Benchmark Exam

MGRU Coaching – FIRST QUARTER

Master Context: Each participant will learn the critical importance of assessing internal structures to both accomplish and re-frame your mission in order to maximize engagement while building a unique case for support based on both a strategic and change management plan.

1. Month One – Management Philosophy & MGRU Model Overview (Chapters One & Two)

- Tutorial, Video & Audio Review – Management Philosophy & MGRU Model
- Individual Coaching Call – Specific tasks assigned regarding MGRU Model
- Monthly Teleseminar – Management Philosophy Review
- Cohort Coaching Call – Group learning on Philosophy & Model
- Complete Exam One & Two – Management Philosophy & MGRU Overview

Training Outcome: Write new management protocols based on both program service goals & revenue needs

2. Month Two—Organizational Development Related to Funding Initiatives (Chapter Three)

- Tutorial, Video & Audio Review – Organizational Development (OD)
- Individual Coaching Call – Specific tasks assigned regarding OD & Strategic Planning
- Monthly Teleseminar – Nonprofit Organizational Development Review
- Cohort Coaching Call – Group learning on Organizational Development
- Complete Exam Three – Organizational Development

Training Outcome: Completion of strategic planning primer and board self-evaluation inventory

3. Month Three —Case For Support (Chapter Four)

- Tutorial, Video & Audio Review – Case for Support
- Individual Coaching Call – Specific tasks assigned regarding Case for Support Checklist
- Monthly Teleseminar – Case for Support Development Review
- Cohort Coaching Call – Group learning on Case Development
- Complete Exam Four – Case for Support

Training Outcome: Completed draft of institutional case for support document (project case will be established at a later date)

First Quarter Group Onsite Cohort Meeting:

- Onsite agenda will be pre-determined by cohort members and coach
- Each nonprofit will pre-submit all work and assignments to DSI
- Each participant will pre-submit all questions and issues they would like to address
- Cohort will cross-review each nonprofit's assignments and document development
- Coach will facilitate organizational development topics based on agenda

MGRU Coaching – SECOND QUARTER

Master Context: Organization will assess and manage external change and public relations and will develop new relationship building initiatives for existing supporters and new donor prospects.

4. Month Four – Advancement Calendar (Chapter Five)

- Tutorial, Video & Audio Review – Advancement Calendar
- Individual Coaching Call – Specific tasks assigned to establish Advancement Calendar
- Monthly Teleseminar – Advancement Calendar Review
- Cohort Coaching Call – Group learning on Advancement Calendar
- Complete Exam Five – Advancement Calendar

Training Outcome: Establish eighteen month Advancement Calendar specifically tailored to your organization

5. Month Five – Prospect Identification (Chapter Six)

- Tutorial, Video & Audio Review – Prospect Identification
- Individual Coaching Call – Creation of secured, originated and appended prospect lists
- Monthly Teleseminar – Prospect Identification Review
- Cohort Coaching Call – Group learning on Prospect Identification
- Complete Exam Six – Prospect Identification

Training Outcome: Development of comprehensive prospect list for major donor gift acquisition

6. Month Six – Awareness Event (Chapter Seven)

- Tutorial, Video & Audio Review – Prospect Identification
- Individual Coaching Call – Readiness determination for Awareness Events
- Monthly Teleseminar – Executing a successful Awareness Events
- Cohort Coaching Call – Group learning on successful Awareness Events
- Complete Exam Seven – Awareness Events

Training Outcome: Creation of a plan for new prospect acquisition by establishing an Awareness Event date on Advancement Calendar

Second Quarter Group Onsite Cohort Meeting:

- Onsite agenda will be pre-determined by cohort members and coach
- Each nonprofit will pre-submit proposed PROJECT CASE ELEMENTS
- Each participant will pre-submit all questions and issues they would like to address
- Cohort will cross-review each nonprofit's assignments and document development
- Coach will facilitate training around completion of PROJECT CASE

MGRU Coaching – THIRD QUARTER

Master Context: Organization will continue prospect cultivation training and will invite key leaders to join the organization as board members, committee members, volunteers, donors, etc. for the purpose of establishing an eventual campaign cabinet.

7. Month Seven – Prospect Cultivation (Chapter Eight)

- Tutorial, Video & Audio Review – Prospect Identification
- Individual Coaching Call – Creation of Individual Plans of Care (IPOC) for donor prospects
- Monthly Teleseminar – Prospect Cultivation Review
- Cohort Coaching Call – Group learning on Prospect Cultivation
- Complete Exam Eight – Prospect Cultivation

Training Outcome: For the purpose of both training and implementation Individual Plans of Care (IPOC) will be created for existing board members, supporters, donors and champions.

8. Month Eight – Signature Event (Chapter Nine)

- Tutorial, Video & Audio Review – Signature Event
- Individual Coaching Call – Determination as to need for Signature Event for nonprofit
- Monthly Teleseminar – Signature Event Review
- Cohort Coaching Call – Group learning on Signature Events
- Complete Exam Nine – Signature Events

Training Outcome: Creation of plan for new prospect acquisition by establishing a Signature Event date on Advancement Calendar

9. Month Nine – Campaign Leadership (Chapter Ten)

- Tutorial, Video & Audio Review – Campaign Leadership
- Individual Coaching Call – Creation of IPOC for identified leadership prospects
- Monthly Teleseminar – Internal Leadership Review
- Cohort Coaching Call – Group learning on strengthening internal leadership
- Complete Exam Ten – Campaign Leadership

Training Outcome: Creation of Individual Plans of Care (IPOC) for campaign leader prospects while simultaneously strengthening internal leadership so as to attract and retain new champions.

Third Quarter Group Onsite Cohort Meeting:

- Onsite agenda will be pre-determined by cohort members and coach
- Each nonprofit will pre-submit created Individual Plans of Care (IPOC) for prospects
- Each participant will pre-submit all questions and issues they would like to address
- Cohort will cross-review each nonprofit's assignments and document development
- Coach will facilitate training around Prospect Cultivation

MGRU Coaching – FOURTH QUARTER

Master Context: Organization will design a campaign interview plan including surveys and other collateral documents for the purpose of preparing for solicitation phase training resulting in campaign success.

10. Month Ten – Campaign Interviews (Chapter Eleven)

- Tutorial, Video & Audio Review – Campaign Interviews
- Individual Coaching Call – Dates to be established and survey developed for interviews
- Monthly Teleseminar – Campaign Interview Review
- Cohort Coaching Call – Group learning on Campaign Interviews
- Complete Exam Eleven – Campaign Interviews

Training Outcome: Creation of interview survey and plan to develop collateral documents for use during campaign interview process

11. Month Eleven – Solicitation Phase (Chapter Twelve)

- Tutorial, Video & Audio Review – Solicitation Phase
- Individual Coaching Call – Dates established and plan written for Solicitation Phase
- Monthly Teleseminar – Solicitation Phase Review
- Cohort Coaching Call – Group learning on Solicitation Phase
- Complete Exam Twelve – Solicitation Phase

Training Outcome: Establish date on Advancement Calendar for Solicitation Phase and creation of written plan to ensure the proper implementation of the Three-Part Ask with campaign prospects

12. Month Twelve – Campaign Success (Chapter Thirteen)

- Tutorial, Video & Audio Review – Campaign Success
- Individual Coaching Call – Creation of maintenance plan for campaign participants
- Monthly Teleseminar – Campaign Success Review
- Cohort Coaching Call – Group learning on Campaign Success
- Complete Exam Thirteen – Campaign Success

Training Outcome: Creation of Individual Plans of Care (IPOC) to maintain and further cultivate campaign participants to reduce attrition and secure additional gifts

Fourth Quarter Group Onsite Cohort Meeting:

- Onsite agenda will be pre-determined by cohort members and coach
- Each nonprofit will pre-submit created Campaign Survey and Solicitation Phase plan
- Each participant will pre-submit all questions and issues they would like to address
- Cohort will cross-review each nonprofit's assignments and document development
- Coach will facilitate training around the Three-Part Ask

SECTION THREE - MAJOR GIFTS RAMP-UP CLOUD



Tutorial Series



Video Trainers



Audio Trainers



Resource Library



Cut & Paste Library



Training Exams



Presentation Kits



Search Engine



NONPROFIT EXECUTIVES... ...GET PART OF YOUR LIFE BACK:

MGRU contains THOUSANDS OF EDITABLE FILES based on WINNING DOCUMENTS THAT RELATE TO NONPROFIT MANAGEMENT, FUNDRAISING, & ORGANIZATIONAL DEVELOPMENT. Executives now CUT-AND-PASTE their way through project preparation with fresh material THAT THEY OWN.

Executives who use MGRU possess the materials, training, documents, tutorials, presentations, manuals, videos, audios, and curriculum they need to advance their charitable mission.

MGRU gives back to nonprofit leaders a small part of their life...it gives them time. They drastically reduce the investment required to create staff training resources, develop board management tools, write major gift solicitations, assemble a foundation proposal, produce a direct mail appeal, host a special event, or launch a fundraising campaign. The resources you need to run your nonprofit are included in MGRU.

Organizations that secure MGRU "own" what's worked for thousands of nonprofits. New resources are ready for you to tweak and trim, revise and adapt, and transform into tools you'll use for unprecedented success in nonprofit management and the raising of money.

Finally, MGRU contains a comprehensive training system ensuring that you and your team internalize the Major Gifts Ramp-Up fundraising model.



MGRU TURBO SEARCH ENGINE...

...TENS OF THOUSANDS OF PAGES...

...THE ENTIRE LIBRARY INDEXED FOR INSTANT ACCESS TO ANY TOPIC



Enter one or more keywords separated by commas using the FIRMware Search Engine.

Note that 'Asterisk(*)' wildcards are supported. For exact phrasing please place search terms within quotes.

Search for: Results per page:

Match: ☒ any search words ☐ all search words

Search results for: Board

25 results found.

1. [RESOURCE-Board-Performance-Inventory-WEB-rv3.pdf](#)

... BOARD SELF-EVALUATION PERFORMANCE INVENTORY Name: _____ Date: _____ Board members should not fill out the Self-Evaluation Performance Inventory in anonymity ...

Terms matched: 1 - Score: 237 - 3 Mar 2011 - 357k - URL: <http://www.firmwarecloud.com/fileadmin/files/RESOURCE-Board-Performance-Inventory-WEB-rv3.pdf>

2. [RESOURCE-Playing-Twenty-Questions-WEB-rv3.pdf](#)

... PLAYING TWENTY QUESTIONS WITH YOUR BOARD an inside look at a functioning board 1. What makes a good board member?- Influence, Affluence, Expertise- ...

Terms matched: 1 - Score: 227 - 3 Mar 2011 - 302k - URL: <http://www.firmwarecloud.com/fileadmin/files/RESOURCE-Playing-Twenty-Questions-WEB-rv3.pdf>

3. [I-TUTORIAL-CHAPTER-TEN-Campaign-Interviews-DSI-WEB-rv3.pdf](#)

... Report Completed May 7 Campaign Recommendations Report Completed May 14 Campaign Interview& Recommendations Report Board Presentation May 15 Campaign Interview& Recommendations Report Stakeholders Presentation May 31 Copyright (...

Terms matched: 1 - Score: 206 - 3 Mar 2011 - 1,024k - URL: <http://www.firmwarecloud.com/fileadmin/files/I-TUTORIAL-CHAPTER-TEN-Campaign-Interviews-DSI-WEB-rv3.pdf>

4. [m-TUTORIAL-CHAPTER-ELEVEN-Solicitation-Phase-DSI-WEB-rv3.pdf](#)

... Are you really ready? Do you have: 1. Passionate dedication by the Board? 2. Solid internal staff/resource infrastructure? 3. A solid ...

Terms matched: 1 - Score: 180 - 3 Mar 2011 - 1,325k - URL: <http://www.firmwarecloud.com/fileadmin/files/m-TUTORIAL-CHAPTER-ELEVEN-Solicitation-Phase-DSI-WEB-rv3.pdf>

5. [e-TUTORIAL-CHAPTER-THREE-Case-For-Support-DSI-WEB-rv3.pdf](#)

... Unauthorized Reproduction is Prohibited CASE FOR SUPPORT NOTHING ELSE MATTERS You can have a Great Board Great Staff Great Volunteers Great Facilities Great Newsletters Great Special Events and without a ...

Terms matched: 1 - Score: 156 - 3 Mar 2011 - 2,897k - URL: <http://www.firmwarecloud.com/fileadmin/files/e-TUTORIAL-CHAPTER-THREE-Case-For-Support-DSI-WEB-rv3.pdf>

6. [d-TUTORIAL-CHAPTER-TWO-Organizational-Development-DSI-WEB-rv3.pdf](#)

... , pre-determined, end-result leading to greater success for the nonprofit, its staff, board, volunteers, and community served. In a nutshell, OD ensures that ...

Terms matched: 1 - Score: 129 - 3 Mar 2011 - 1,543k - URL: <http://www.firmwarecloud.com/fileadmin/files/d-TUTORIAL-CHAPTER-TWO-Organizational-Development-DSI-WEB-rv3.pdf>

7. [o-TUTORIAL-CHAPTER-THIRTEEN-Achievement-Awards-DSI-rv3.pdf](#)

... order to do this job right). DUE DATE: TASK: Dec 10 Board begins strategic planning process to determine "Case for Support" Jan 7 Begin ...

Terms matched: 1 - Score: 110 - 3 Mar 2011 - 3,663k - URL: <http://www.firmwarecloud.com/fileadmin/files/o-TUTORIAL-CHAPTER-THIRTEEN-Achievement-Awards-DSI-rv3.pdf>

8. [b-TUTORIAL-INTRODUCTION-Major-Gifts-Ramp-Up-DSI-WEB-rv3.pdf](#)

... successfully GROW a charitable organization with NO 501(c)3? with NO board members? with NO mailing list? with NO staff? with NO volunteers ...

Terms matched: 1 - Score: 70 - 3 Mar 2011 - 1,384k - URL: <http://www.firmwarecloud.com/fileadmin/files/b-TUTORIAL-INTRODUCTION-Major-Gifts-Ramp-Up-DSI-WEB-rv3.pdf>

9. [h-TUTORIAL-CHAPTER-SIX-Awareness-Events-DSI-WEB-rv3.pdf](#)

... " new friends take a step into your nonprofit universe and become: a. Board Members b. Committee Members c. Campaign Cabinet Members d. Campaign Visitors ...

Terms matched: 1 - Score: 55 - 3 Mar 2011 - 694k - URL: <http://www.firmwarecloud.com/fileadmin/files/h-TUTORIAL-CHAPTER-SIX-Awareness-Events-DSI-WEB-rv3.pdf>

10. [RESOURCE-PhilanthroTourism-WEB-rv3.pdf](#)

... " new friends take a step into your nonprofit universe and become: a. Board Members b. Committee Members c. Campaign Cabinet Members d. Campaign Visitors ...

Terms matched: 1 - Score: 54 - 3 Mar 2011 - 1,111k - URL: <http://www.firmwarecloud.com/fileadmin/files/RESOURCE-PhilanthroTourism-WEB-rv3.pdf>

1. Major Gifts Ramp-Up TUTORIAL SERIES

Used with over 400 nonprofits around the world these teaching tutorials (over 900 pages) cover all aspects of nonprofit fundraising and management. MGRU's tutorial content is organized around the major functions of major gifts, annual and capital campaigns, including both staff and board training combined with organizational development. Written and refined over three decades, these materials advance understanding and support skills development over a broad range of nonprofit issues and topics, and comprise a vast and comprehensive resource library that is invaluable to your entire team.



2. Major Gifts Ramp-Up VIDEO TRAINERS

This section of MGRU contains a collection of video presentations by the authors that overview every chapter of the MGRU Pyramid. This video training series has been professionally produced and contains the founder's secrets to successful fundraising. Use these DVD resources to transfer skills to executives, boards, volunteers, and staff. When used in conjunction with the tutorial and library content, these videos provide you with resources your staff will thank you for again and again.



3. Major Gifts Ramp-Up AUDIO TRAINERS

MRGU's audio file set overviews, in even greater detail, each chapter within the MGRU Pyramid. These audios will become your team's personal trainers to build and refine your skills as a nonprofit executive specializing in raising major gifts. Whether you are in your car or on an airplane or in your office or home, you can listen to the detailed presentations and learn how to lead your organization to new revenue. This resource ensures you will always have access to information developed by industry thought-leaders who have been there before and can be used to develop your own creative approaches to the current and future needs of your nonprofit. You can also share these audio resources with your staff, board members, volunteers, or clients for their personal development as part of your commitment to provide them the support they need.



4. Major Gifts Ramp-Up TRAINING EXAMS

We take MGRU training seriously and the “cloud” has been developed in such a way to ensure nonprofits and their executives, staff, board and volunteers are transformed by the MGRU online digital training series using the following levels of evaluation.

Level 1 – Reactionary Evaluation – “did they like it?”

Provides information about participants' level of satisfaction with the training and development activities. Accomplished by collecting data from participants by way of a questionnaire at the end of training.

Level 2 – Learning Evaluation – “did they learn it?”

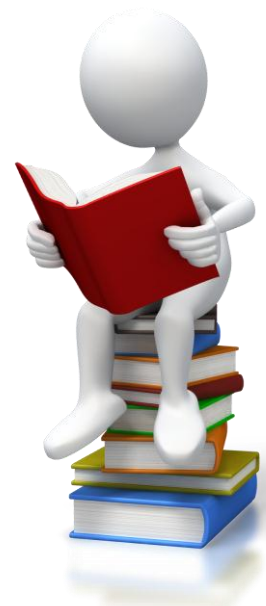
Provides information regarding the extent to which participants have attained the learning objectives of a training and development initiative. Accomplished by collecting data on participants from pre-tests and post-tests.

Level 3 – Application Evaluation – “did they apply it?”

Provides information about the transfer of learning and the use of the skills and knowledge acquired from a training and development initiative to the actual work place. Accomplished by collecting data by way of outcome measures, key performance indicators and other metrics.

Level 4 – Impact Evaluation – “did it make a difference?”

Provides information concerning the extent to which the person / nonprofit has benefited from the training and development initiative and verifies the actual **return on the investment**, documents the degree of change since the baseline measures were taken.



5. Major Gifts Ramp-Up RESOURCE SERIES

The “Resource Series” provides you the tools you need to introduce organizational development, fundraising, management, and nonprofit advancement to staff, board, and volunteers. These “overviews” allow you to email team members materials that introduce key concepts you’re ready for them to begin exploring but are not yet prepared to spend hundreds of hours implementing.

Executives use the “Resource Series” to build confidence and explain key elements without overwhelming the prospect with the detail of the “Tutorial Series.” If you find yourself in need of moving the organization in a new direction, without scaring off leadership, use these tools to prepare the way.



6. Major Gifts Ramp-Up CUT & PASTE LIBRARY

Here you'll find hundreds and hundreds of actual documents and files representing thousands of pages that have been used by nonprofits across the country and around the world to raise new money during economic downturns and strong economies as well. Culturally sensitive and donor-oriented, these materials represent successful principles and fundamentals that are explained in detail in the tutorial series provided by MGRU. Nonprofit executives around the world have adapted these for their own use on a daily basis. You'll essentially be able cut & paste your way through project preparation.

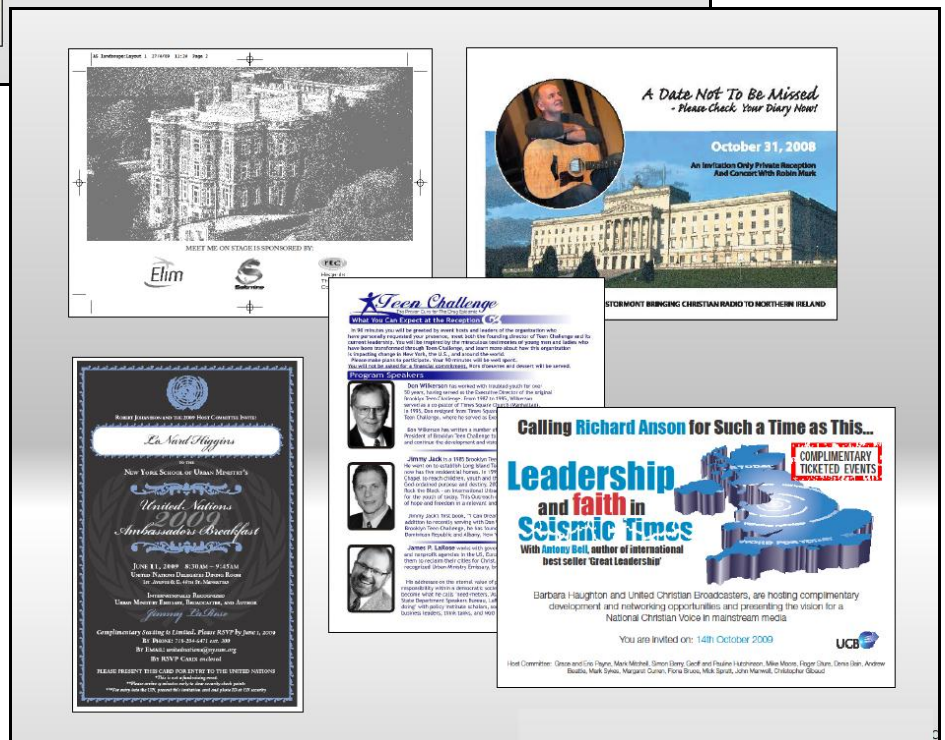


6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

Sample "Case for Support" Packages



Sample "Awareness Event" Packages



6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

Sample "Signature Solicitation Events" Packages

Sample "Campaign Interview" Packages (Feasibility Studies)

DSI Development Systems International

CONFIDENTIAL INFORMATION
Campaign Interview Report
Prepared by Natalie F. Carbone, CFE for:
American Red Cross
James Smith - Executive Director
Miami, Florida

APPENDIX C - SAMPLE PROJECT & GIFT RANGE CHART INDICATOR

**HAMMOND ACADEMY & HIGH SCHOOL
CAPITAL CAMPAIGN PROJECTS & COSTS**

Center for the Arts: \$3,850,641
New 850 seat auditorium, music and art classrooms, site work, parking, landscaping & signage.

Facility Renovation: \$ 705,140
Classroom, auditorium, and office renovations to existing building.

Athletics Complex: \$2,704,394
New gymnasium, locker rooms, renovations to old gym, and new maintenance building, site work, parking, landscaping & signage.

Campaign Total \$7,260,125

# Needed	Amount	Commitment	Running Total	Percentage
1	\$2,000,000	\$2,000,000	\$2,000,000	27%
1	\$1,000,000	\$3,000,000	\$3,000,000	41%
1	\$1,000,000	\$4,000,000	\$4,000,000	55%
1	\$1,000,000	\$5,000,000	\$5,000,000	69%
1	\$800,000	\$5,800,000	\$5,800,000	79%
1	\$600,000	\$6,400,000	\$6,400,000	88%
1	\$500,000	\$6,900,000	\$6,900,000	95%
1	\$300,000	\$7,200,000	\$7,200,000	99%
1	\$100,000	\$7,300,000	\$7,300,000	100%
			\$7,300,000	

APPENDIX B - SAMPLE SURVEY QUESTIONNAIRE

**HAMMOND ACADEMY & HIGH SCHOOL
CAMPAIGN INTERVIEW SURVEY QUESTIONNAIRE**

Thank you for your consideration and willingness to participate in Hammond Academy & High School's Campaign Interview Process. HAMH Board of Directors has completed a planning process that has identified the school's strengths, needs, and opportunities to enhance the school into the 21st century.

School leaders, the principal and the board of directors, are considering initiatives which include renovating existing facilities, new building projects, increasing financial aid and other ways of strengthening the school.

The HAMH leadership team understands that your participation in this project is key and value understanding your perceptions of HAMH present initiatives and future plans.

As you complete the following questionnaire please know that your questions or comments made in this document will be provided to HAMH unless you direct otherwise. All data will be compiled and presented to the board in report form. You have been identified by the school's leaders as a person who:

- Knows the school,
- Has cared about and supported HAMH in the past and
- Who has influence in the community.

Thank you for your help and participation in this effort.

Participant Profile:

Name: _____

Sponsor's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

1. Employment Status: ☐ retired ☐ actively employed ☐ Other _____

2. Gender: ☐ male ☐ female

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SAMPLE TWO-PAGE - GIFT AGREEMENT SIGNATURE FORM

St. Anthony of Padua CATHOLIC SCHOOL

"WEAVING A BRIGHT FUTURE" CAPITAL CAMPAIGN

CAMPAIGN GIFT COMMITMENT (Pledge)

1- OPERATIONS GIFT COMMITMENT (Five-Year Gift):

If Yes, I/we would like to make a pledge commitment to support ongoing operations.

Amount: \$ _____ committed over _____ years First Installment: \$ _____

Remainder: \$ _____ If Annually \$ _____ If Monthly \$ _____

2- PROJECT GIFT COMMITMENT:

If Yes, I/we would like to make a capital gift to support the project.

Amount: \$ _____ committed over _____ years First Installment: \$ _____

Remainder: \$ _____ If Annually \$ _____ If Monthly \$ _____

3- ENDOWMENT GIFT COMMITMENT:

If Yes, I/we would like to make a gift to support the project.

Amount: \$ _____ committed over _____ years First Installment: \$ _____

Remainder: \$ _____ If Annually \$ _____ If Monthly \$ _____

If Yes, we would like to make a gift and understand that a representative will be named to the Board of Directors.

TOTAL CAMPAIGN GIFT COMMITMENT: \$ _____

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APPENDIX C - GIFT PROSPECTUS w/ COVER LETTER (cont.)

NATIONAL DEVELOPMENT INSTITUTE

CONFIDENTIAL INFORMATION

**KETTERING FAMILY FOUNDATION
NONPROFIT CAPACITY BUILDING EXECUTIVE TRACK**

Prepared by Bob Macdonald, CEO in the Board of Directors of
KETTERING FAMILY FOUNDATION
Executive Director

APPENDIX F - VISITOR TRAINING MANUAL

St. Anthony of Padua CATHOLIC SCHOOL

"WEAVING A BRIGHT FUTURE" CAPITAL CAMPAIGN

Campaign Cabinet & Visitor Solicitation Training Manual

CREATED BY:
St. Anthony of Padua's Campaign Cabinet

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CAMPAIGN CABINET CHAIR & CO-CHAIR

```

    graph TD
      CC[CHAIR] --> LG[LEAD GIFTS]
      CC --> BG[BOARD GIFTS]
      CC --> MG[MAJOR GIFTS]
      CC --> DG[DIRECT GIFTS]
      LG --> V1[Visitor]
      LG --> V2[Visitor]
      LG --> V3[Visitor]
      LG --> V4[Visitor]
      BG --> V5[Visitor]
      BG --> V6[Visitor]
      BG --> V7[Visitor]
      BG --> V8[Visitor]
      MG --> V9[Visitor]
      MG --> V10[Visitor]
      MG --> V11[Visitor]
      MG --> V12[Visitor]
      DG --> V13[Visitor]
      DG --> V14[Visitor]
      DG --> V15[Visitor]
      DG --> V16[Visitor]
  
```

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Sample "Operations Campaigns" "Capital Campaigns" "Endowment Campaigns" Packages

6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

Sample "Foundation Solicitation Grant Writing" Packages

PUBLIC PRIVATE PROJECTS.com
The Nonprofit Project Development System

February 13, 2020

Nancy Langston
Guthrie Community Foundation
P.O. Box 2222
Guthrie, USA 21436

Dear Nancy:

Thank you for taking the time to consider this communication. I look forward to better understanding your personal goals in Program Officers and very talented Time Bible Education (TBE) can help advance the primary mission of the Guthrie Community Foundation (GCF).

Our board of directors understands that GCF is committed to creating meaningful connections between those with philanthropic interest and those who are in need. In that regard, one of our most personal connections is our community's care for our children in public schools.

For the past twelve years, TBE has been privileged to work with public school students in a daily basis across Guthrie through SCHOOLS, TIME BIBLE EDUCATION. School Time Bible Education is a time set aside during the school day when students with personal passions meet time school in small group settings. Middle and High School students may attend school time classes as a daily activity. Classes are held at a nearby church or on school building.

The Impact School Time Bible Education has on the life of a child is both Assured and quantifiable. The National Council on Crime and Delinquency in a 2003 statistical survey of public school students in school time programs concluded:

- Overall, the scores of school students year 2002-2003 on comprehension, spelling, and
- A comparative review between students and all 50 states and 100 in National Time performed every category.

Guthrie Community Foundation
Grant Proposal Check List

Our organization seeks:

- 1) Currently in good standing with the Internal Revenue Service as a charitable organization, such as under Section 501(c)(3). If not, please explain:
- 2) A charitable registration letter from the Ohio Secretary of State's Public Charities Section or a current letter stating that the organization is exempt from registration.
- 3) Operating bylaws and/or current personnel policies.
- 4) A current list of the Board of Directors to include mailing address, phone number, the date in which terms of service end

of organizational goals and activities.

for the last 12 months.

by the Board.

the Board.

as well as program matters.

Proposal for Funding to Johnson & Johnson Company

Executive Summary:

Youth Teams is a new type of practical academic study in life disciplines for 9th and 10th grade boys and girls. Courses of study include: Leadership Skills, Science & Technology, Environment & Science, and Social Service, government, financial literacy, education, and arts & culture. Courses include high school credit, community involvement, leadership development, book building and improved communication skills.

Youth Teams engages young people to serve the common good while developing their own personal goals.

Youth Teams USA:

Wednesday, April 28, 2020

John Smith
P.O. 123
Anytown, USA 12345
800-555-1212

Leah Smith, Columbus College
Lance Smith, Central University
Andrew Lindeman, Midland 792
Steve Moore, Moore School of Business
Hanna Butler, President SC Chapter
Cathy Jones, Indiana Appalachian Council
Richard Cowan, Richard School District One

January 2001 Youth Teams Advisory Team will qualify 15 to 30 member applicants who show promise of leadership abilities. Applicants to the program must be recommended through teachers, guidance counselors, business and community leaders.

Selected students must display evidence of good judgment and the potential to affect change.

Admitted students will represent a diverse cross section of our community. Scholarships will be provided for up to 10% of participating students.

Youth Teams continues the same recruit will take place in May 2001. Youth Teams participants will begin their performance September 2001.

Sample "Board Development" Packages

Proposed to the Board of Trustees of:

Spartanburg Community Foundation
307 South Main Street
Spartanburg, SC 29305

From the Board of Directors of:

National Development Institute
102 E. Main Street
Columbia, SC 29201

Date: _____

Committee when in effect: _____

(404) 555-1211

Midlands' Christian Learning Centers

SCHOOL TIME BIBLE EDUCATION

Board Member's

Board Member Application

Name of Board Member(s) seeking nomination: _____

PERSONAL INFORMATION: Please check an indication (initials or type) of your Title:

Name of Person Nominated: _____ (First Name) (Last Name) _____

Place of Employment: _____

Mailing Address: _____

Phone (with area code) Work: _____ Home: _____

Fax: _____ E-Mail Address: _____

Church & Denomination: _____

PERSONAL TESTIMONY: Please check an indication (initials or type) of your testimony:

WISDOM (Knowledge, skills, experience) Please check all that apply to you:

<input type="checkbox"/> Finance	<input type="checkbox"/> Marketing	<input type="checkbox"/> Administration	<input type="checkbox"/> Law
<input type="checkbox"/> Insurance	<input type="checkbox"/> Business	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Fundraising
<input type="checkbox"/> Real Estate	<input type="checkbox"/> Technology	<input type="checkbox"/> Other (Specify): _____	

Please check an indication providing skills (initials or type) of your skills:

Faith Farm Ministries

EXECUTIVE COMMITTEE

Dan West

PROGRAM COMMITTEE

FINANCE COMMITTEE

FACILITIES COMMITTEE

PERSONNEL COMMITTEE

Faith Bolton

Bonnie Harriet

Jim Ross

Mike Brown

Bud Read

Donna Marrah

GOVERNANCE COMMITTEE

NOMINATIONS COMMITTEE

ADVANCEMENT COMMITTEE

PUBLIC RELATIONS COMMITTEE

Jimmy LaRose

Janice Becker

Prospective

Prospective

Ex-Officio: Dean Webb

Sample "Organizational Development" Packages

STRATEGIC PLAN - WRITTEN & REVIEWED

Year: 2010 Plan Update
April, 2007
Summary of Focus
July, 2008 thru June, 2007

ORGANIZATIONAL PURPOSE:

- Expanded outreach via new ministry initiatives
- Trained by leadership to become ministry leaders
- Expanded ministry services to include:
- Building "Team Spirit" and team culture
- Building "Team Spirit" and team culture
- Building "Team Spirit" and team culture

DEEPEN SPIRITUALITY TO BRING READY SPIRIT:

- Deepening spirituality through training programs
- Building "Team Spirit" and team culture
- Building "Team Spirit" and team culture
- Building "Team Spirit" and team culture
- Building "Team Spirit" and team culture
- Building "Team Spirit" and team culture

SOCIAL ACTION NATIONAL AND LOCAL PRESENT:

- Personnel and administrative - Continued
- Personnel and administrative - Continued
- Personnel and administrative - Continued
- Personnel and administrative - Continued
- Personnel and administrative - Continued
- Personnel and administrative - Continued

RECOGNIZING THE MINISTRIES:

- The organization's mission is to support the
- The organization's mission is to support the
- The organization's mission is to support the
- The organization's mission is to support the
- The organization's mission is to support the
- The organization's mission is to support the

CHANGE READINESS SURVEY

Seven Part Leadership Exercise for High Performing Nonprofits

any economic environment is playing unprecedented demands on nonprofit leaders. However, board members and executive officers do not fully recognize the change into their organizations. Production change does not happen as a scheduled event, change management must be based on a sound in the organization's current culture and history of change.

and staff should be given the opportunity to complete and discuss the survey in a meeting to ensure a meaningful discussion regarding the survey with regard to implementing and sustaining change.

and staff should be given the opportunity to complete and discuss the survey in a meeting to ensure a meaningful discussion regarding the survey with regard to implementing and sustaining change.

and staff should be given the opportunity to complete and discuss the survey in a meeting to ensure a meaningful discussion regarding the survey with regard to implementing and sustaining change.

APPENDIX A - NONPROFIT DEVELOPMENT INVENTORY

NONPROFIT DEVELOPMENT INVENTORY

The Nonprofit Development Inventory (NDI) is a detailed inventory of your organization that not only assesses its current state but also identifies its future potential for growth and development. The NDI is divided into eight sections. These are as follows:

1. Board/Leadership
2. Program/Service
3. Fundraising/Development
4. Marketing/Communications
5. Human Resources/Personnel
6. Facilities/Environment
7. Financial Management
8. Legal/Compliance

Please fill out the NDI as completely as possible and save the special requests for any attached documents you can provide. All data, text, tables, or files, (COMPETITIVE) to be able to do it. Your CEO must evaluate your organization's fundraising potential and conduct one regarding opportunities to enhance your development efforts. Please fill out the NDI as completely as possible and save the special requests for any attached documents you can provide.

1. Board/Leadership

Name and position of individual filling out Non-Profit Development Inventory:

Name: _____ Position: _____

Name of Organization: _____

Physical address: _____

City: _____ State: _____ Zip: _____

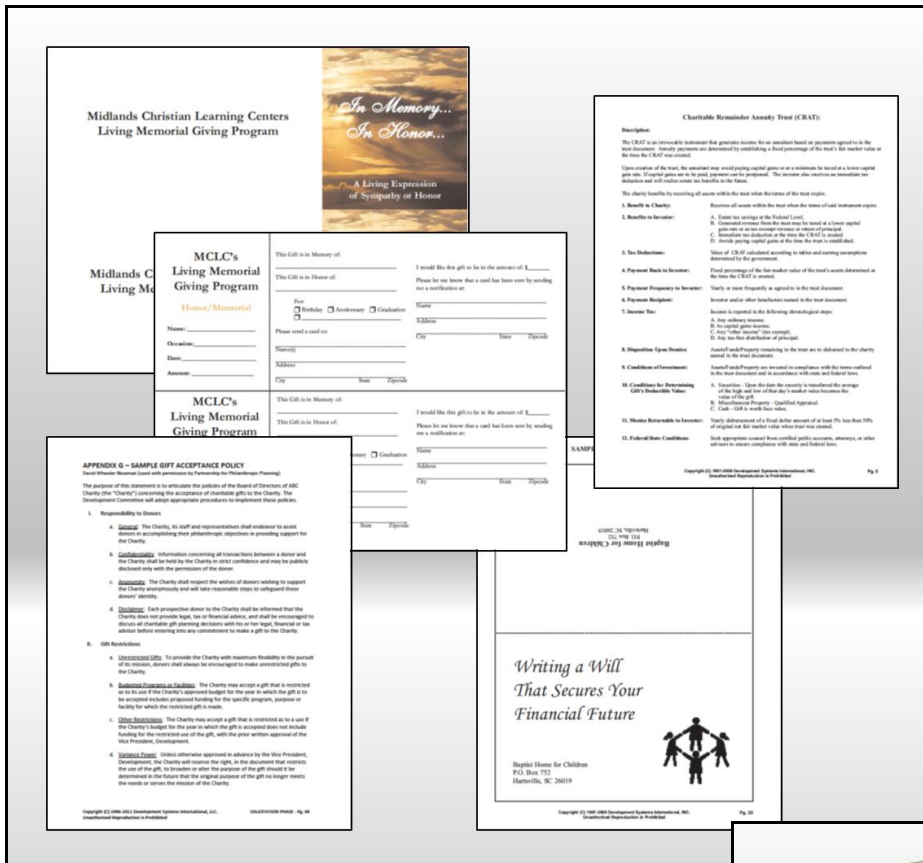
Phone Number: _____ Fax Number: _____

Website Address: _____ E-Mail: _____

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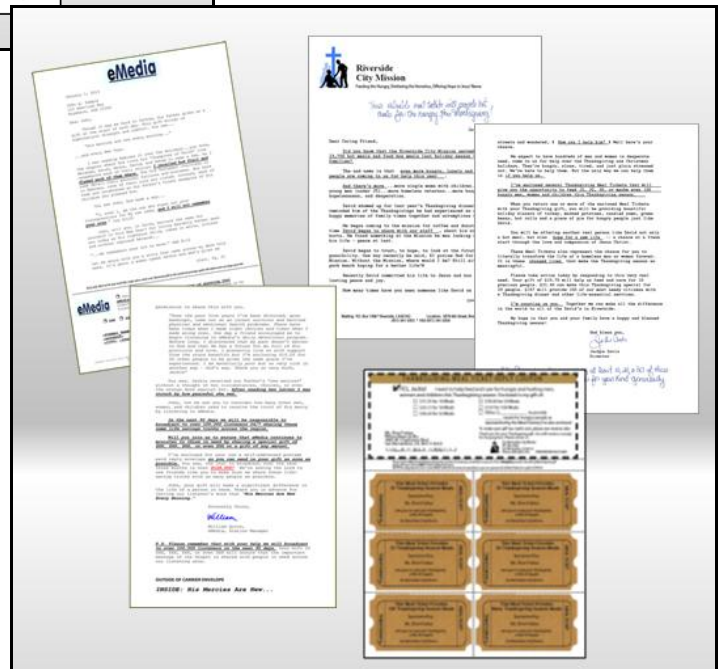
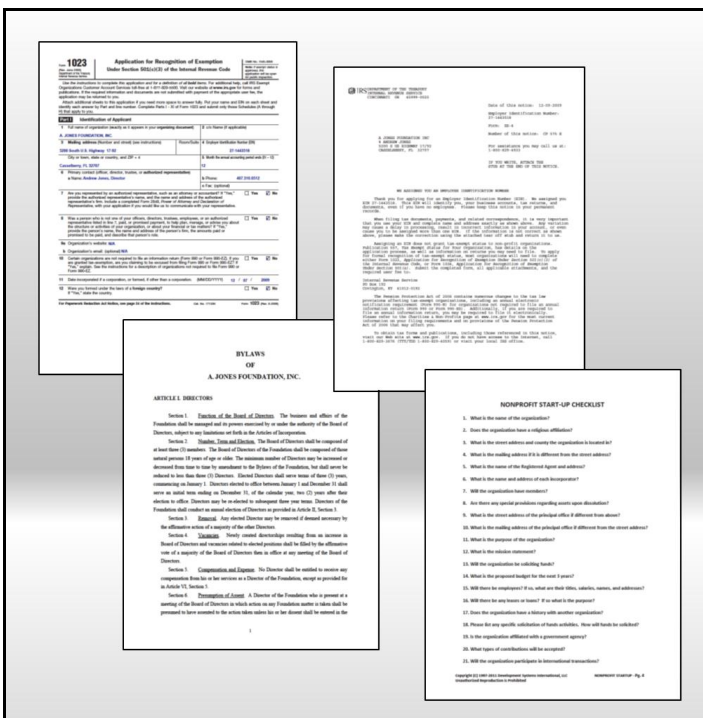
6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

Sample "Estate & Planned Giving" Packages



Sample "Targeted Mail" Packages

Sample "Nonprofit Start-Up" Packages



6. Major Gifts Ramp-Up CUT & PASTE Library (continued)

PLUS...HUNDREDS OF FILE...THOUSANDS OF PAGES OF RESOURCES

ASK EVENT - Appeal Script - Altruistic #1	AWARENESS EVENT - Event Agenda	
ASK EVENT - Appeal Script - Altruistic #2	AWARENESS EVENT - Event Follow-up Letter	
ASK EVENT - Appeal Script - Faith Based #1	AWARENESS EVENT - Executive Director Speech	
ASK EVENT - Appeal Script - Faith Based #2	AWARENESS EVENT - Invitation Addiction #1	
ASK EVENT - Award Copy Leadership Award	AWARENESS EVENT - Invitation Addiction #2	
ASK EVENT - Church Bulletin Insert	AWARENESS EVENT - Leadership and Faith Seismic Times	
ASK EVENT - Event Night Schedule #1	AWARENESS EVENT - Lunch Behind Bars	
ASK EVENT - Event Night Schedule #2	AWARENESS EVENT - Meet Me On Stage - Follow Up	
ASK EVENT - Event Program #1	AWARENESS EVENT - Meet Me On Stage	
ASK EVENT - Event Program #2	AWARENESS EVENT - Parliament Northern Ireland	
ASK EVENT - Event Program #3	AWARENESS EVENT - Post Event Follow-Up	
ASK EVENT - Invitation Package #1	AWARENESS EVENT - Pre-Concert Private Reception	
ASK EVENT - Invitation Package #2	AWARENESS EVENT - Printed Program	
ASK EVENT - Invitation Package #3	AWARENESS	
ASK EVENT - Letter - Direct Mail Appeal Based On Event Update	CASE DOCUMENT - Broadcasting Annual Fund	JOB DESCRIPTION - Major Gifts Field Officer
ASK EVENT - Name Tags	CASE DOCUMENT - Case Check List	JOB DESCRIPTION - Project Manager
ASK EVENT - Post Banquet Briefing #1	CASE DOCUMENT - Christian Education	MAIL - Anniversary - Broadcasting
ASK EVENT - Post Banquet Briefing #2	CASE DOCUMENT - College Capital Campaign	MAIL - Chrisitan Broadcasters - #6
ASK EVENT - Post Event Follow-Up Letter #1	CASE DOCUMENT - College	MAIL - Christian Broadcaster #1 - Committed Givers
ASK EVENT - Post Event Follow-Up Letter #2	CASE DOCUMENT - Conservation	MAIL - Christian Broadcaster #1 - Lapsed & Inactive
ASK EVENT - Post Event Follow-Up Pledge Participant	CASE DOCUMENT - Education	MAIL - Christian Broadcaster #1 - Variable Givers
ASK EVENT - Press Release	CASE DOCUMENT - Famous Four Page Case Document	MAIL - Christian Broadcaster #1- Prospective
ASK EVENT - Response Device Generic	CASE DOCUMENT - Helps Organization	MAIL - Christian Broadcaster #2 - Committed Givers
ASK EVENT - Re	CASE DOCUMENT - Homelessness	MAIL - Christian Broadcaster #2 - Lapsed & Inactive
ASK EVENT - Sig	Human Welfare	MAIL - Christian Broadcaster #2 - Prospective
ASK EVENT - Ta	T - Incarcerated Youth Annual Fund	MAIL - Christian Broadcaster #2 - Variable Givers
ASK EVENT - Ta	T - Incarcerated Youth Capital Campaign	MAIL - Christian Broadcaster #3
ASK EVENT - Ta	T - International Outreach	MAIL - Christian Broadcaster #4
ASK EVENT - Ta	T - Local Church	MAIL - Christian Broadcaster #5
ASK EVENT - Ta	T - Missions	MAIL - Christian Broadcasters - #7
ASK EVENT - Ta	T - National Campaign Broadcasting	MAIL - Christmas Appeal - Active
ASK EVENT - Ta	T - Program Expansion Broadcasting	MAIL - Christmas Appeal - Custom Giving Stream
AWARENESS EV	Addiction	MAIL - Christmas Appeal - Lapsed
AWARENESS EV	Advance Letter for Appointment	MAIL - Christmas Appeal - Major Donor
AWARENESS EV	Check List	MAIL - Christmas Appeal - On Air Promotion
AWARENESS EV	Cover Letter	MAIL - Christmas Appeal - Outer Envelope Copy
	Education One	MAIL - Christmas Appeal - Prospects
	Education Two	MAIL - Crisis Appeal #1
	Executive Summary	MAIL - Crisis Appeal #2
	Homlessness	MAIL - Easter Appeal - Missions
	Human Welfare	MAIL - Follow Up Thank You Letter
	Letter of Intent	MAIL - General - Human Welfare #1
	Research Profile	MAIL - General - Human Welfare #2
	Scholarships	MAIL - Living Memorial Copy
	Troubled Youth	MAIL - Living Memorial Package
	Youth Leadership	MAIL - Mail Package Evaluation
	J - Board Member	MAIL - Pledge Follow-Up Letter
	J - Director of Development	MAIL - Thanksgiving Appeal - Human Welfare #1
	J - Executive Assistant	MAIL - Thanksgiving Appeal - Human Welfare #2
	J - Executive Director	MAIL - Turnaround Receipt Sample Copy
MAJOR GIFTS - Cultivation Model		
MAJOR GIFTS - Donor Research Profile Sample		
MAJOR GIFTS - Estate Planning Brochure Copy #1		
MAJOR GIFTS - Estate Planning Brochure Copy #2		
MAJOR GIFTS - Field Officer Evaluation Overview		
MAJOR GIFTS - Follow-up Letter		
MAJOR GIFTS - Fundraising Management Plan		
MAJOR GIFTS - Gift Contract #1		
MAJOR GIFTS - Gift Contract #2		
MAJOR GIFTS - Gift Contract #3		
MAJOR GIFTS - Gift Prospectus #1		
MAJOR GIFTS - Gift Prospectus #2		
MAJOR GIFTS - Gift Prospectus #3		
MAJOR GIFTS - Giving Society Overview		
MAJOR GIFTS - Personal Presentation Manual #1		
MAJOR GIFTS - Personal Presentation Manual #2		
MAJOR GIFTS - Personal Presentation Manual #3		
MAJOR GIFTS - Prospect Profiles		
MAJOR GIFTS - Prospect Rating Scale		
MAJOR GIFTS - Prospecting Matrix		
NONPROFIT STARTUP - 501c3 Application		
NONPROFIT STARTUP - Articles of Incorporation		
NONPROFIT STARTUP - By Laws		
NONPROFIT STARTUP - EIN Assignment Letter		
NONPROFIT STARTUP - Form 1023 Attachments and Explanations Requested		
NONPROFIT STARTUP - Proposal for Non-Profit Startup		
NONPROFIT STARTUP - State Filing Sample		
TEACHING AID - 41 Secrets of Direct Mail Fundraising		
TEACHING AID - Ask Event		
TEACHING AID - Awareness Event		
TEACHING AID - Critical Dos & Dents		
TEACHING AID - Direct Mail Copywriting Outline		
TEACHING AID - Major Gifts Model		
TEACHING AID - One Page Overview		
TEACHING AID - Why Donors Give - Q&A		

...AND MUCH MUCH MORE!

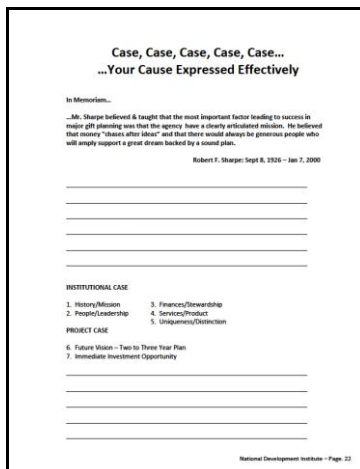
7. Major Gifts Ramp-Up Presentation Kits

EXECUTIVES who need to train their staff, board members, or volunteers and are ready to develop their materials turn to MGRU's Presentation Kits. Presentation Kits provide you the PowerPoints, curriculum, and samples you'll need to coach and transfer skills. This content has been developed in actual consulting and training situations and has been consistently refined and adapted as situations and sector needs have changed. Visually powerful, well organized, and educationally effective, these presentations create understanding and confidence, and guide dialogue with internal team members or nonprofit clients. MGRU ADVANCEMENT KITS INCLUDE:

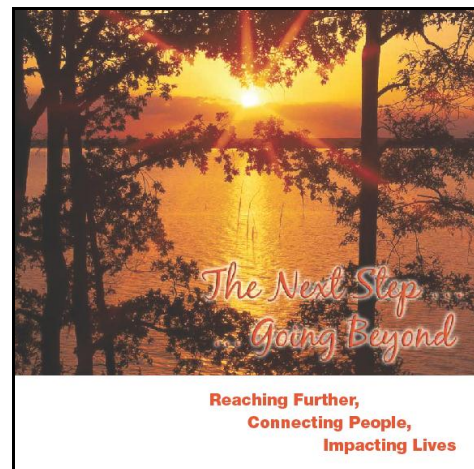
POWERPOINT



CURRICULUM



SAMPLE



PRESENTATION KIT TOPICS:

- First right steps to establish your major gifts programs
- Playing twenty questions with your board of directors
- How to build a board that works and really raises money
- Case, case, case, case, case...your cause expressed effectively
- Top twenty-one reasons donors give
- Organizational development – the high performance nonprofit
- Asking for the big gift...doing it often...doing it well
- Seven non-negotiables of consulting success
- Direct mail that works and really raises money
- Estate planning that works and really raises money
- Special events that work and really raise money
- Major donor research that works and really raises money
- Ministry of major gifts fundraising...the pauline approach
- Campaign interviews...is your success ensured
- Operations, capital, & endowment campaigns that work

James P. LaRose, CFRE, CNC - Founder - James P. LaRose Companies

Phone: (803)808-5084 Email: jimmy@development.net

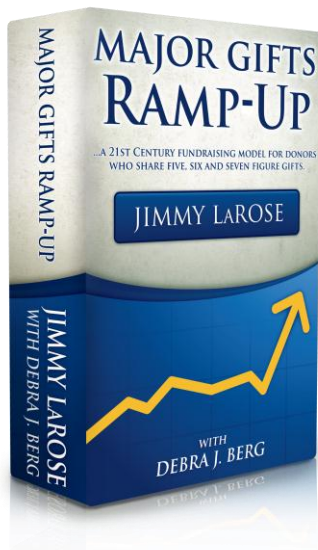
James P. LaRose, CFRE, CNC known around the world as "Jimmy LaRose the Fundraiser's Fundraiser," continues to transform nonprofit executives tasked with the raising of money in a tumultuous 21st Century economy. His passion for the nonprofit sector is without bounds and his love for the leaders who serve is unparalleled. His heroes are those men and women of the



charitable world who lay down their lives daily for the hurting and the hopeless. He's spent the last twenty years supporting executives, volunteers, staff and board members across six continents who spend themselves in service to others. Jimmy is fond of sharing with professionals that, "Money chases after ideas, and there will always be generous people who will amply support a great dream backed by a sound plan." Jimmy is the founder of the National Development Institute, Development Systems International and ProPlatforms.com. He is the author of the internationally recognized fundraising series MAJOR GIFTS RAMP-UP and is the designer of the MAJOR GIFTS RAMP-UP CLOUD, a

complete back-office for nonprofit executives. Jimmy led the design team that established Certified Nonprofit Consultant (CNC), a credentialing process that supports nonprofit executives committed to sharing their management experience with their peers. He is the co-founder of the CauseCause.com platform, an online social media community network that supports citizens of the world committed to advancing the common good. He is the co-founder of DonorScope.com, a web-based research portal that identifies philanthropists, altruists, and leaders and their capacity to give to causes for which they personally care. Jimmy has been credentialed by the National Development Institute as a Certified Nonprofit Consultant (CNC) and holds the Certified Fund Raising Executive (CFRE) certification. He is the founding President of the Western Maryland Chapter of the Association of Fundraising Professionals (AFP) and is a graduate of AFP's Faculty Training Academy (FTA) and has been named by the AFP as a "Subject

Matter Expert" on the raising of money. Jimmy has also served as a specialist with the U.S. State Department's Speakers Bureau and has traveled the world working with embassies, foreign governments, and leaders to promote philanthropy and civil society in developing countries. He is a graduate of Indiana University's Executive Leadership Program, Indianapolis, IN, the National Planned Giving Institute, Memphis, TN, Tennessee Temple University, Chattanooga, TN and the Word of Life Bible Institute, Schroon Lake, NY. Rev. LaRose was ordained as minister of the gospel by the Ecumenical Church of Christ in 2010 to further support his service to the hurting and the hopeless around the world. Jimmy and his wife Dianne make their home in Columbia, SC and are blessed with three children and three grandchildren.





ADDITIONAL ONLINE FUNDRAISING RESOURCES:

www.JimmyLaRose.com

www.ConsultingCertification.org

www.DonorScope.com

www.PAXglobal.com

www.FundraisingFarmer.com

www.facebook.com/James.P.LaRose

www.MajorGiftsRampUp.com

www.NonprofitConferences.org

www.Development.net

www.eMediaFundraising.com

www.twitter.com/jimmylarose

www.WhoCaresTV.com

P.O Box 2675 - Columbia, SC 29202

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jimmy@jimmylarose.com

www.JimmyLaRose.com

