



Updated 12/8/2023

Fundraising Training Program

- Do you have in-house development staff, box office, board, or volunteers charged with fundraising who need practical fundraising skill training?
- Are your in-house fundraisers achieving the desired response rates, gift sizes (and increases) from renewing, lapsed, and new donors?
- Are you tracking and comparing success rates across fundraisers?

Blueprint's bespoke fundraising training programs will elevate the success of your in-house fundraisers. Our program is geared toward newer development staff, board/volunteers, and/or box office staff.

Blueprint has trained hundreds of fundraisers. Our expertise is in maximizing the efficacy of fundraising efforts, developing a culture of giving, and deepening the relationships your patrons have with your organization.

The course of our program follows 3 general steps:

- Discovery: who would benefit from training and what numbers do you want to impact. From there, we develop the focus of the training modules
- Classroom training (½ day up to a week, depending on the audience and content)
- Monthly and/or quarterly follow-up training and metrics review for the first year

The program focuses on:

- Making personal connections with donors and patrons
- How to structure appeals & finesse your messaging; selling without being a salesperson
- How to handle a wide variety of objections
- Achieving the highest possible gift size and growing your donor giving levels
- How to make best use/leverage of donor benefits to maximize giving amounts
- Ensuring your gifts get paid
- Communication between gifts (no ask) and multiple asks during the year
- Coordination with marketing (selling single tickets and subscriptions)

Outcomes & ROI:

- Better retention rates for renewing and lapsed donors
- Higher gift sizes by as much as 30-40%+; greater success growing major donor prospects over a shorter time-frame
- Greater success connecting with and closing first time and severely lapsed donors
- Stronger and deeper donor and patron engagement
- **A SINGLE successful gift per fundraiser can pay for a year's worth of this training program. The potential impact across a portfolio will change the direction of your annual fund substantially**



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Costs:

- \$1000-\$5000+ for discovery and initial classroom training, dependent on scope (onsite)
- \$2500-\$4000+ for quarterly reviews, dependent on scope (onsite or remote)
- Total annual costs = \$4,500-\$15,000 (includes related travel expenses)

Contact Paul Larson to discuss how fundraising training can elevate the development work of your internal staff, board, box office, and volunteers:

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