

HOW TO:

Ask a Donor for \$10,000

More Donors.
Larger Donations.
Every Year.
Fully Funded.



QUAMTAYLOR

My Goal:

Help you secure more donors & larger donations for your nonprofit.



My Goal:

Teach you the steps you must take every year to be **fully funded**.





Hi! I'm Sherry

- Growth and fundraising coach for nonprofit leaders
- I help leaders put the tools in place to ask for the donations that fully fund their entire mission (program/admin/fundraising)
- I work with Executive Directors and Development Directors who want to learn a better way to fund their organizations every year so that they don't dread fundraising anymore.
- I teach nonprofits all over the country how to grow their funding through my 90-day virtual programs and private coaching.
- I created my business and methodology after joining a nonprofit and then tripling its funding in 18 months.



Over 12 years ago . . .

My passion for **the mission shifted
to struggle **to fund** the mission . . .**



We tried it all . . .



**Some activities were successful.
But they weren't always the
best approach.**

Why?

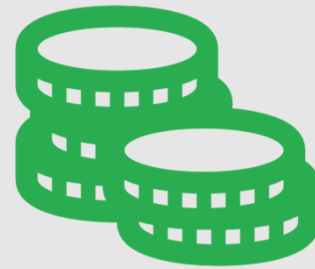


Time Intensive



Time put in greatly outweighed the financial reward

Small Gifts



Activities weren't leading to mid- and major-level gifts

Felt like Begging



Dreaded fundraising because we were asking the same donors all the time.

Not Fully Funded



Didn't have enough money to grow programs, ops, & fundraising . . .

Which meant we couldn't do all the things we set out to do in the first place.



That was until . . .

I got really focused on two things.



Donors giving their:

best gift + every year



BUT! (Let's throw the misconceptions out the window . . .)

"You're a natural fundraiser or you're not...and I'm not."

"My nonprofit is too small for a major-gifts strategy."

"I can't grow because my board is not engaged."

"My mission isn't interesting or urgent enough to fund."

"I hate fundraising."

"We just need...
more donors, different donors,
more events, more campaigns/activities,
or more awareness of our mission."



Truth

When you plan in advance where you're going to lead your donors, then you'll secure larger donations with confidence and ease.



Your Investment-Level Lens



How do we do this?

OUR PLANS



Strategic Plan
Strategic Outline
3 Year Plan
Napkin Sketch
Our Dreams

OUR PROGRAMS



Our Solution
Our Activities
Our Expertise

OUR NEED



Not:
Squeak-by #

Is:
Your NEED to
accomplish your
annual plans.

\$10,000



My Methodology: **NEEDS-BASED Fundraising**

What is your Financial Need this Year?

Your Budget

Squeak by?

Your Need

Growth Mindset



Question to ask during annual budgeting:

What expenses will propel the organization forward?



What have you not factored into your budget that's **keeping you from growing?**

Technology ?

Program Resources ?

Investing in fundraising ?

Your branded look and messaging ?

Help with time-intensive admin tasks ?

Donor Management Software ?

Staff Salaries at Living Wage ?

Travel ?

Reserve Fund ?

Financial processes?



When you **create reachable** goals
then you can **celebrate** them with
your supporters.



**Your donors must understand
their role in your funding plan
every year.**

EXPENSE



INCOME



A Healthy Income Profile



Diverse
Funding
+
Unrestricted
Funding



Relationships
over Quick-Fix
Solutions
+
Single Source
Decision-
Maker



Top 20 Income
Sources were
no more than
50% of their
budget



Repeat
Donors
+
Annual Fund
Mentality



Metric-based
Giving
Decisions



Heart-based
Giving
Decisions



Commitment
to the Time
and Discipline
of
Development



Back to the Process . . .

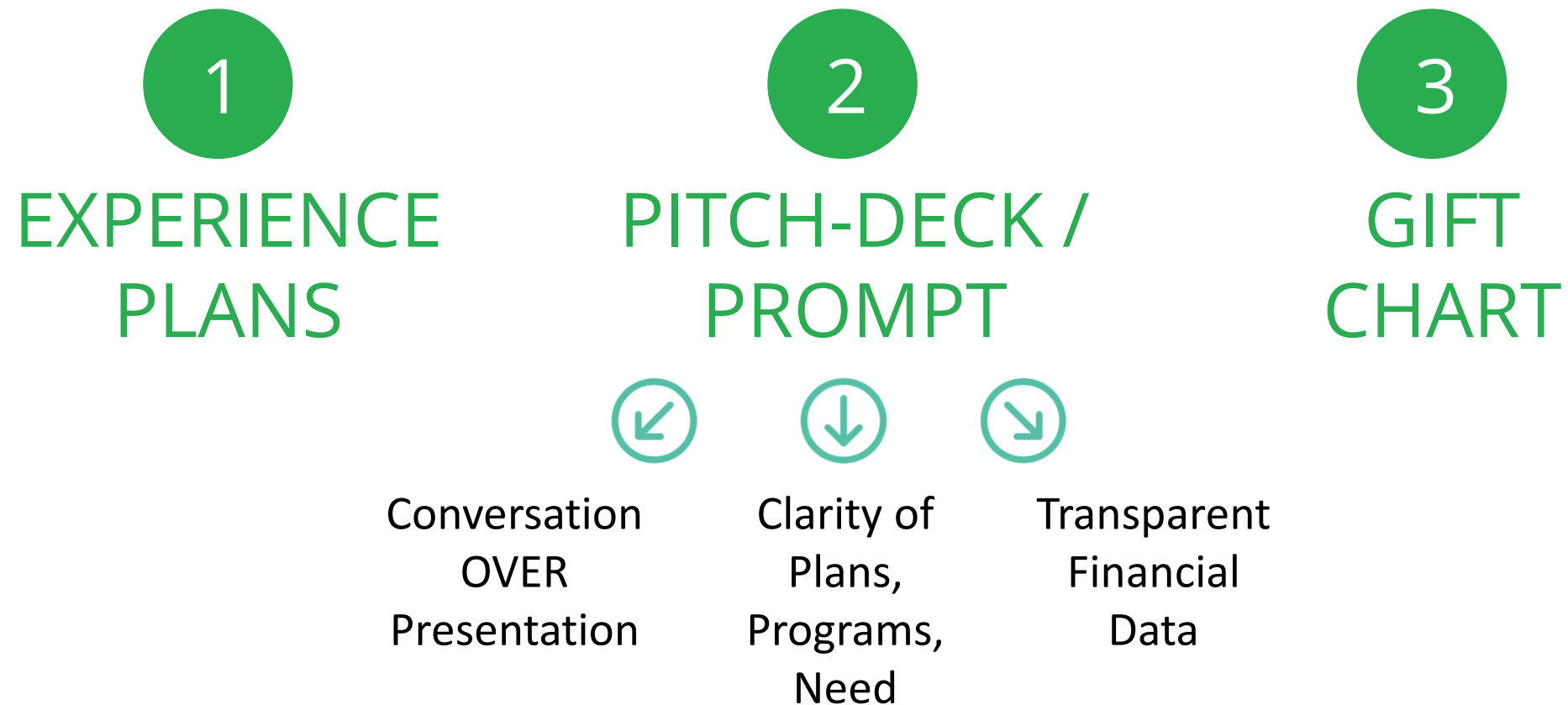


Leading Your Donors: Great Experience Plans

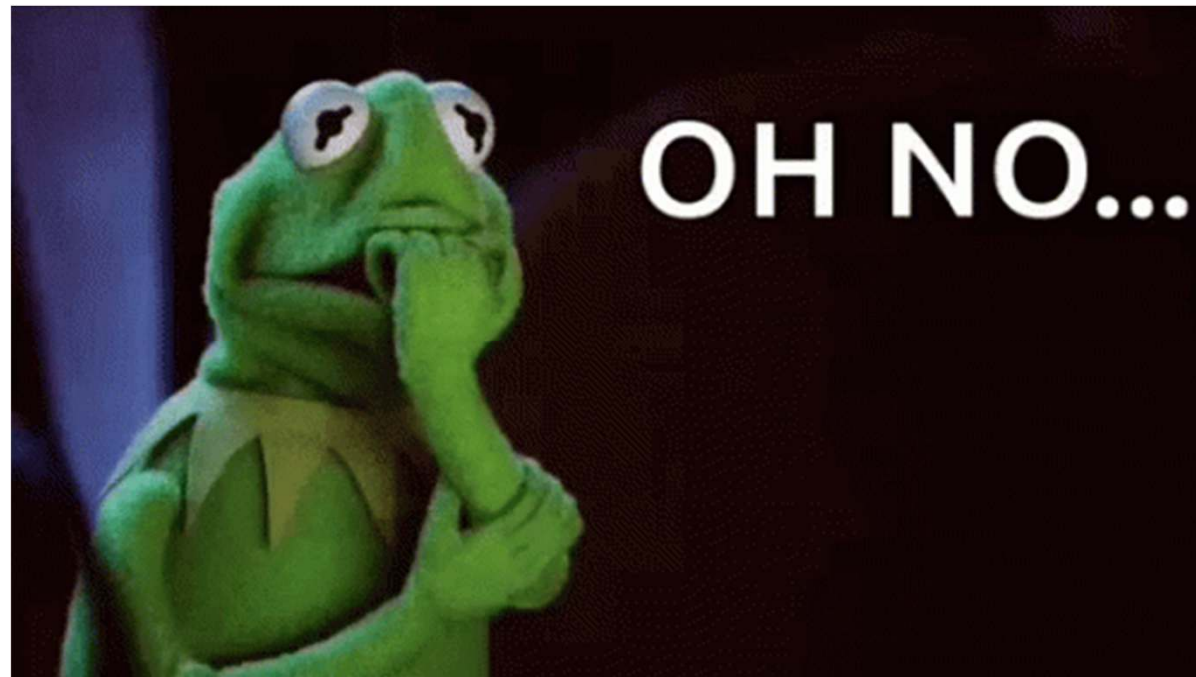


The \$10,000 Ask:

When you have the **right tools**, you won't dread fundraising. Then your **confidence** grows and that is contagious.



How are you feeling?



When you're ready to secure larger gifts, there are a few ways I can help:

Text me Your
Email Address:

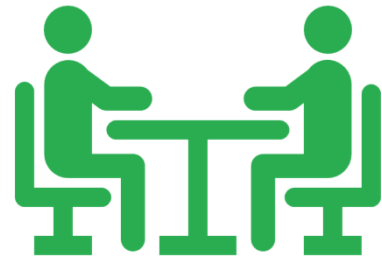
312-213-7456

The Exact Guide You Need Right Now to:

SECURE LARGER DONATIONS

What your donors need to hear and see from you every week, month, quarter, and year before they'll give their best gift.





Private Growth &
Development
Coaching



90-Day
Fundraising
Program
October 15

QuamTaylor.com/LETSGROW



QuamTaylor.com

Thank YOU for attending!