



# RECESSION PROOF YOUR NON-PROFIT

Unleash the power of relationships and  
proven systems to succeed.





# MY STORY

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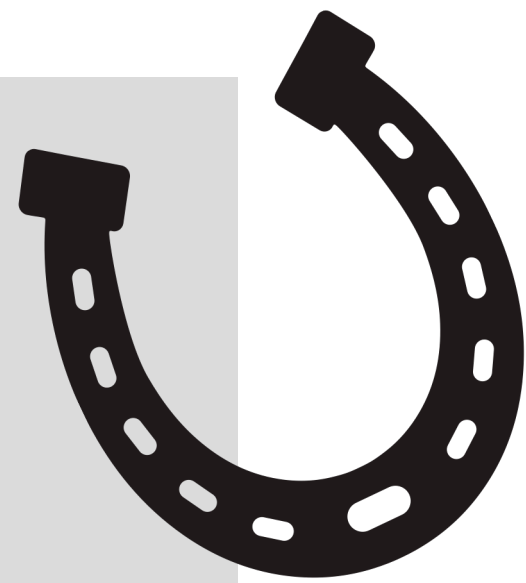
# WHY I AM PASSIONATE TO BE HERE WITH YOU





# MY HOPE FOR OUR JOURNEY TOGETHER TODAY

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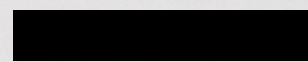


- Mindset set to achieve as individuals and programs
- Make it Rain: Prospect, Fundraise and Tell the Story
- Learn to lean into referrals
- Build a Stewardship Program: Nurture and Connection
- Embrace faith



LET'S ADDRESS

*mindset*





ROADBLOCKS  
STOPPING  
OUR SUCCESS  
IN LIFE &  
SALES





# WHAT IS A LIMITING BELIEF

It is a story you either told yourself, a story imprinted on you from someone else and/or a story developed through a trauma experience. These stories are negative, filling our minds with thoughts of inadequacies, reminders of failures or perceived failures, limited abilities & lack of (plug in anything here). Limiting beliefs are wrapped in the emotion of fear. -Athena Captain

It is a TRUE powerful adversary to our peace, productivity, abilities and our ability to love ourselves.

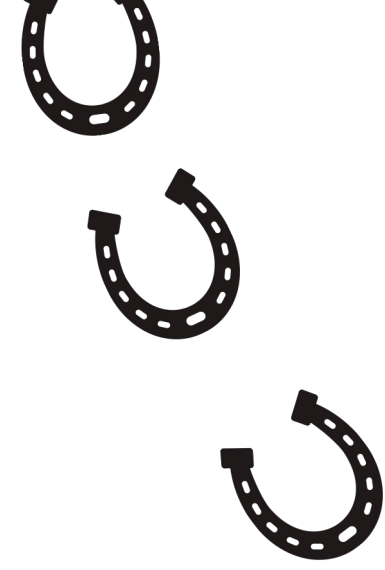




# ASK YOURSELF...

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What are *your* limiting beliefs? Take time to write these out now.





# HELP! WHAT DO YOU DO ABOUT YOUR LIMITING BELIEFS?!

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- Awareness
- Question the belief... Where did it come from?
- Seek wisdom
- Digest the consistencies and cost of our limiting belief(s)



# MAKE IT RAIN





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LET'S DO AN

*exercise*



Fundraising Events / Marketing / Prospecting

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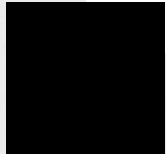


WHAT IS PROSPECTING?



DO WE REALLY HAVE TO DO IT IN NONPROFITS?

WHY DO WE AVOID IT?





WHAT WE NEED TO KNOW  
BEFORE WE PROSPECT OR  
FUNDRAISE TO HELP IMPROVE  
OUR CONVERSION AND  
PROFITS...





# KNOW OUR TARGET MARKETS

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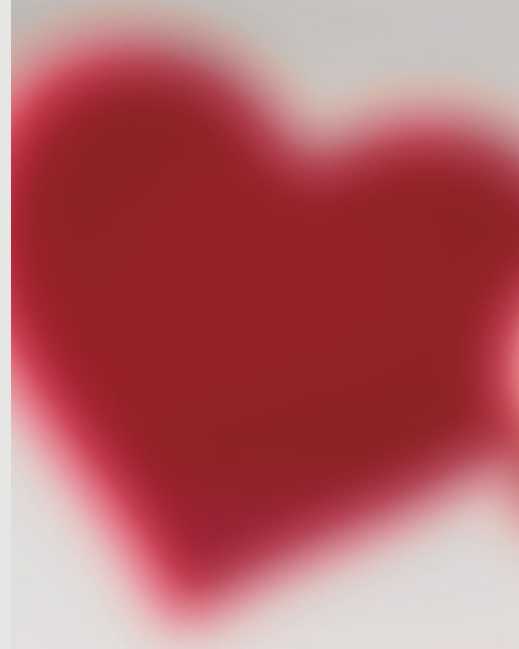
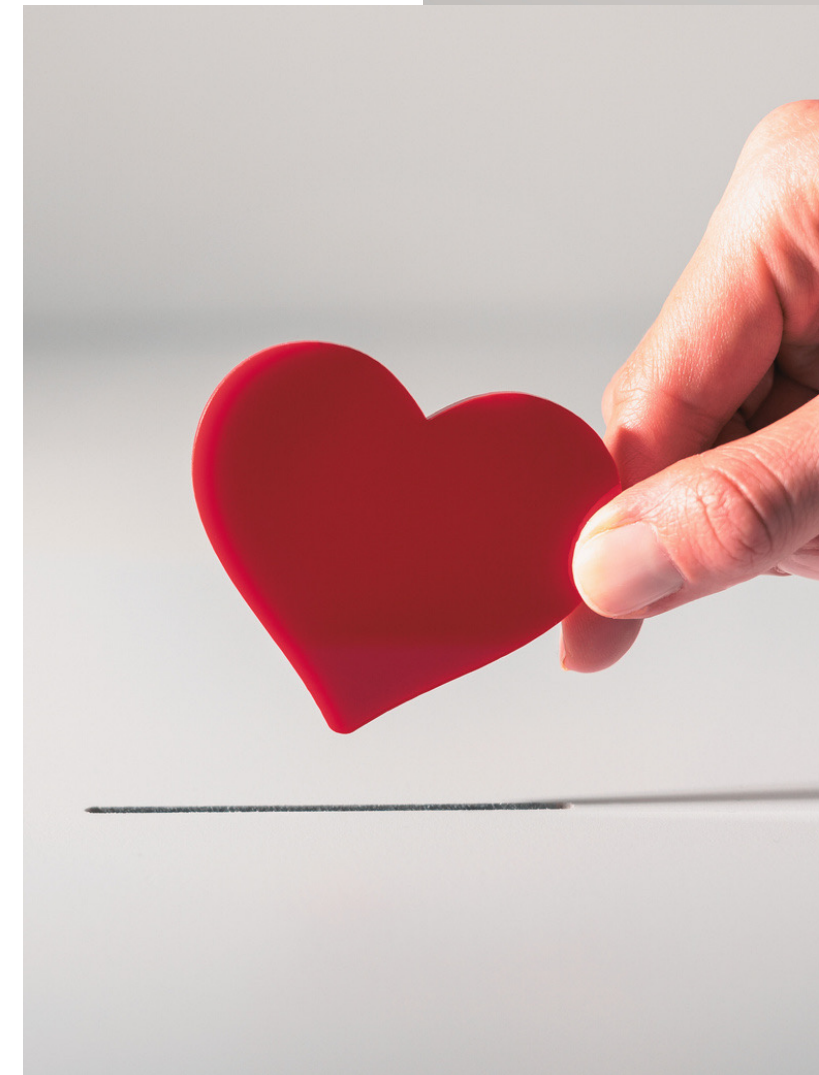




# GIVE TO GET

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As you work to increase your prospect base, remember this fundamental rule: you always need to cultivate your donors before you make an ask. This means that you should never jump right from meeting a new prospect to making an ask, no matter how enthusiastic the prospect may seem.







# LET'S BUILD A PROSPECTING PLAN

- Non-Ask Events
- PR Events
- Speaking Events
- Site Tours



FOLLOW UP TO THESE IS THE MAGIC!



# FUNDRAISING EVENTS

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KEY TO SUCCESS:

Follow up & engagement





# TELL THE STORIES

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Collect the stories that move the heart...

- Family stories
- Team/Staff stories
- Donor stories
- Community stories
- Program history stories

USE THESE FOR EVERYTHING!!





# LEAN INTO REFERRALS

You may be asking,  
"why?" ...





# LET'S EXPAND YOUR WHEEL OF FORTUNE







# BUILD A STEWARDSHIP PROGRAM



You need follow up plans to stay connected, bring value and stay emotionally connected to your donors.

Sounds easy, BUT are we really doing it?!



# TIME TO BUILD IT

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- ✔ Create content to keep them updated
- ✔ Calls matter
- ✔ Face to face matters
- ✔ Automation is essential



# YOU WILL NEED...

- CRM
- Newsletter
- Drip campaign
- Videos telling new stories





# EMBRACE FAITH

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We have to believe in  
the impossible...







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You are not alone... You are

**PATH STRONG!**

