



SVP FUNDRAISING TRAINER - Services Menu

The Fundraising Trainer role is a new shared services position aimed to assist investees with their fund development goals. This position will support investees reach their fund development potential by providing:

- Strategy Development**
- Education + Training**
- Relationship Management**

STRATEGY DEVELOPMENT

Fundraising with a strategy is an imperative piece for achieving fund development success. A fundraising strategy builds on your organization's priorities, objectives and budgetary needs. Your organization's mission is the foundation of your strategy, and we will help you make plans with specific, thoughtful, and attainable goals.

Here is a taste of what we can help your organization create or review with ONE-ON-ONE sessions:

- Fundraising Plans
- Fundraising Audits/Assessments
- Case for Support
- Donor Communications Plans
- Prospect Research + Strategy
- Special Event Strategy
- Fundraising Mix - do you have multiple funding sources? major gifts, corporate, foundations etc.
- Campaigns + Programs - thinking about a capital campaign or planned giving program?
- Value Proposition – why should donors give to you?

EDUCATION + TRAINING

We want to set you up for success and get you excited about fundraising by providing you with the tools, skills, resources and knowledge necessary to diversify your fund development model for maximum impact.

We are facilitating individual or group WORKSHOPS lasting between 2-4 hours regarding Fundraising Fundamentals. Here is a taste of the sessions we can offer your organization:

1. THE DONOR CYCLE – So you've got a fundraising plan – now what? This session covers next steps on how to: identify + cultivate individual donors, secure the gift, and steward the relationship. Emphasis is placed on donor prospecting and stewardship.



SOCIAL VENTURE PARTNERS VANCOUVER

230 – 111 West Hastings St.
Vancouver, BC, V6B 1H4

www.svpvancouver.org

604.616.4940
amanda@svpvancouver.org

[@svpvancouver](https://twitter.com/svpvancouver)

Learning outcomes:

- an understanding of what motivates giving and where to find your donors
- provides stewardship tips to retain and upgrade your donors
- a further understanding of some key fundraising concepts:
Prospect/Cultivation/Solicitation/Stewardship

2. SECURE THE GIFT – I get what soliciting a gift means, but how do I get that gift? This workshop is all about the Ask. We breakdown the various ways of getting donations by exploring campaign strategy and giving channels.

Learning outcomes:

- become familiar with campaign strategy – appeals, budget + timelines
- a deeper understanding of various giving channels: direct mail, telefunding, digital, crowdfunding, face-to-face Asks, and what would work best for your organization

3. SPECIAL EVENTS – Getting geared up for a gala? Learn how to move away from debating the colour of napkins, to maximizing the event for revenue. We can help ensure you have the right people in the room, and that you provide them with plenty of opportunities to give.

Learning Outcomes:

- gain a deeper awareness of special event trends and ROI
- learn practical skills on event planning and timelines
- become familiar with special event CRA tax receipting compliance

4. CORPORATE PARTNERS – Trying to figure out how to get more sponsors? This workshop takes you through your organization's value proposition to identify sponsorship and sponsor fit. We breakdown the key components of a winning proposal that will excite and entice potential funders.

Learning Outcomes:

- an understanding of Corporate Social Responsibility (CSR)
- confidence in preparing partner/sponsor proposals and placing values on sponsorship levels

5. BOARD ENGAGEMENT- Ever hear: "I am not a fundraiser" from members of your board? This session is for your board, and aims to get these important stakeholders excited about their role in fundraising.

Learning Outcomes:

- Asking for money requires a certain skill set, and board members are not required to do the asking if they're not comfortable
- You can still be a fundraiser even if you're not doing the asking. By helping to identify prospects, introducing yourself at cultivating events, following up, or helping to write thank you notes as a stewardship tool, you are directly helping with fund development strategy!



SOCIAL VENTURE PARTNERS VANCOUVER

230 – 111 West Hastings St.
Vancouver, BC, V6B 1H4

www.svpvancouver.org

604.616.4940
amanda@svpvancouver.org

[@svpvancouver](https://twitter.com/svpvancouver)

We can also provide **LUNCH + LEARNS** relating to key issues and best practices in the charitable sector:

- Industry snapshot – Philanthropy in Canada
- Fundraising Trends
- Culture of Philanthropy
- CRA Compliance + Tax Receipting
- Donor Rights + Code of Ethics
- Gift Agreements + Policies

RELATIONSHIP MANAGEMENT

We understand that every nonprofit is unique and requires a customized approach to help you achieve your highest aspirations. We are here to assist and offer:

- **COACHING** – need a quick check in session for advice, edits or brainstorming? We offer coaching for all of your fundraising needs, on the phone, or in person. Choose what's right for you!
 - **MENTORING** – already have fundraising staff? We offer official mentorship opportunities to pair your staffer with our expert to provide support, encouragement, and maybe an extra set of eyes!
 - **SOLICITATIONS** - need us to accompany you on an Ask? We can practice the face-to-face solicitation with you and even join your meeting for support.
 - **IMPACT** – how do you measure and evaluate your impact? We can help you design creative and engaging impact reports to excite your donors and prospects, and liven up your annual reports.
 - **HANDS ON** - Not enough hours in the day? We get it, and are here to help make + implement.
-

Hungry for more? We are happy to tailor coaching, training + strategy to help you reach your fund development objectives.

CONNECT HERE:

Amanda Burrows, Fundraising Trainer
604.616.4940
amanda@svpvancouver.org