

March Fundraising Masterclass Outline Beginning March 20th

Dates: March 20th, 22nd and 24th at 9 am EST, 4 pm Israel time

Course agenda:

In this exclusive fundraising course, I will work with fundraising masterclass participants to take my original 6 week fundraising course and condense it into a three day intensive, focused specifically on Jewish and Israeli led organizations in international development who want to learn how to fundraise effectively and generate revenue.

This course is perfect for fundraising professionals, executive directors and anyone who is in charge of fundraising and development at a nonprofit. It combines my decades of fundraising experience for large and small nonprofits alike in the Jewish nonprofit sector with my knowledge of how to do less busy work to get the best results for your organization.

The class will include the following:

- 3 group sessions (60 minutes in length) Sessions will be recorded and emailed to you, if you are unable to make one, though participants are encouraged to attend all classes live if possible.

Class is limited to 10 participants, and requires a minimum of 4 to run the course. Acceptance is not guaranteed.

Cost: \$1500 for staff of OLAM partner organizations, \$500 for OLAM individual members.

OLAM partner organizations may apply for a \$1500 OLAM in Motion subsidy and individual members may apply for a \$500 subsidy as a reimbursement (choose "Organizational Capacity Building category"). Please apply for the subsidy before the start of the course. Visit olamtogether.org/olam-in-motion for more information.

Overview of sessions

Session 1 focus: Alternative revenue models in uncertain times

We will cover ways to bring in revenue for your organization in ways you haven't thought of already. We will bring in fee-for-service, marketplace models, and other examples so you can create a diversified, pandemic proof funding stream for your organization this year.

Session 2 focus: Recurring revenue - your best friend for pandemic planning

What stops the starvation cycle of nonprofits? Recurring revenue coming in each month, so you and your team can plan your work and pay your salaries without going into the red. I'll go over ideas for recurring revenue that you and your staff and board can implement right away, from big ideas to simple website tricks. My last recurring revenue campaign took 2 days to launch and brought it over \$43,000. Get ready to implement yours too!

Session 3 focus: Quick and easy fundraising tricks that you can implement today

Most fundraising classes are the same - they talk about big picture plans that take months and sometimes years to implement - not to mention a big team to make it all happen. Not this one! I'll go over quick and simple ideas that can get money in the door in the next 24 hours. You are actually leaving plenty of easy money on the table - I'll teach you how to get it.

Individual session: pick your own focus

YOU get to pick a focus area and I'll coach you through it. This is when you're able to invite other members of your team or board members if you'd like.

Suggest your own or pick one of my favorite topics, examples include:

- Grants, grant writing, grant prospecting and follow up
- Corporate partnership sourcing
- Creating a top 25 list
- Tapping your network to find high net worth donors
- Crowdfunding campaign - how to make \$10k on your next campaign without stress

Ready to sign up? Next steps below

1. If you'd like to reserve your spot today, \$1500 for partners or \$500 for individual members is due before March 20th. I can accept payment over Paypal at ezaikis@gmail.com.
2. Once you've sent in your deposit, please take 5 minutes to fill out [this brief survey](#) so I can bring you the most value in this course.

Learn more about Erin:

Erin is a fundraising coach and serial entrepreneur. She started a nonprofit, Sundara, when she was 23, with \$3,000 in savings, and grew it to become an award winning nonprofit, recognized by the government of India, CNN, BBC and Tedx. In the last decade she has raised over \$11 million, ran corporate social responsibility campaigns with Fortune 500 companies and granted millions to charities and individual entrepreneurs.

Erin offers one-on-one coaching to burnt out leaders and entrepreneurs, interactive workshops for groups and individuals on effective fundraising and philanthropic consulting for foundations and family offices. She loves working with passionate entrepreneurs who are ready to tackle the world's biggest challenges.

See more [here](#).

Recent fundraising testimonials:

"I came into this class with no idea about fundraising, and I feel like I've left with all of these ideas that I can put on paper and into execution that will bring in funds for our organization."

-Sarit

"It's been so worthwhile and I was just singing your praises to my colleagues this week. Sometimes in fundraising there's a lot of pressure for everything you do to be a success, and I feel like I'm leaving with a lot of concrete ideas and initiatives to bring in funds. I wrote a to-do list for everything I'm responsible for to figure out what is my zone of genius and what I need help with. Fundraising is always a challenge but especially now, when you can't do big galas and in person events, so this course has helped me find other ways to reach out to donors."

-Michal

"As a small and new nonprofit, Erin's guidance was invaluable in developing our fundraising strategy for the year, making unprecedented fundraising goals feel attainable. Bringing experiences from her own nonprofit, Erin expertly exposed us and provided step-by-step advice for strategies ranging from corporate matching, to board development, to an ambitious crowd sourced fundraising campaign."

- Francesca F.

"I began working with Erin in October of 2020, a difficult year to fundraise by all standards. Worried about the pandemic's impacts on fundraising, my organization was planning to end the year very modestly. Erin's coaching totally transformed what I thought we were capable of, and she helped us plan our most successful Giving Tuesday campaign ever. (We went from raising \$5,000 in 2019 to over \$32,000 in 2020). Erin is as creative as she is encouraging and empathetic to the challenges of fundraising, and her coaching was just what I needed to feel confident and prepared for fundraising!"

- Payton M.

"Erin is a phenomenal coach. She's been in the trenches herself and her blend of vulnerability and authenticity helped me access my own soft spots - and superpowers! - with regard to development. She has concrete ideas to help scale fundraising for any organization, combined with an understanding of the special shifts needed to create lasting change. Fundraising can be a lonely world, and it's amazing and invaluable to have Erin in your corner! "

- Paula K.

"Erin took the chaotic unknowns of implementing a new non-profit and helped me build a plan that made my goals seem possible and ALSO financially reachable. Her broad knowledge of task management, fundraising, budgeting, networking, impactful writing and program design is unmatched. I could not have asked for more personalized help or friendly encouragement during the creation of my agency. I feel infinitely more prepared to continue this journey because of Erin's guidance!"

- Kimberly H.