Reliable Fundraising

A summary for your board | 4-month fundraising coaching for small nonprofits, led by Nate Hilpert

Your ED is asking to invest $6,000 over four months to build a fundraising rhythm that runs every week. If the organization does the work and doesn't raise $6,000, every dollar comes back.

$6,000 total	About 2 hours a week	100% refund
One flat fee for the whole team. $1,500 a month for four months, or $5,700 paid in full.	For 16 weeks: one weekly coaching session, plus a short list of actions.	If the organization does the work and doesn't raise $6,000 in the 16 weeks.

WHAT THE PROGRAM BUILDS

Weeks	Phase	What happens
1-4	**Thank and report back**	A clean donor list, top donors thanked, impact reports sent. The fastest way to earn a second gift.
5-10	**Get ready to ask**	A simple tracker (who, what stage, what's next, when), relationship touches, a one-sentence ask, giving levels.
11-14	**Ask**	Real donor conversations with scripts, then follow-up, where most gifts are won.
15-16	**Keep it going**	Board and donor referrals, a next-quarter plan, and fundraising time protected on the calendar.

Also included: the Donor Action Tool (one place to see who needs a thank-you, a follow-up, or an ask), scripts and templates the organization keeps, and four short board updates.

IS THIS THE RIGHT TIME?

- **Waiting is the expensive option.** The organization will learn fundraising either way. Learning alone takes a year or more of trial and error and raises less. Starting now shortens the runway to steady funding.
- **Early is the cheapest time to start.** With a smaller donor list, every donor can be thanked personally and every habit set before the list grows.
- **Busy is not a season.** It takes about two hours a week, one piece at a time, with a coach alongside your ED.
- **The risk sits with the coach, not the organization.** No $6,000 raised, no fee.

PROOF IT WORKS

- **CG Victory** raised $60K above projections in three weeks.
- **Imprints Cares** hit its first-quarter fundraising goal using the weekly rhythm.
- **Romans12two** raised $15K plus $700 a month in the first three months.
- **Six first-time fundraisers** raised $38,249 combined.
- **Built on research and experience.** 22 donor interviews representing $107M in lifetime giving, and a development department built from scratch at HeartSupport.

> **The Raise $6K Guarantee.** The organization raises at least $6,000 in new or renewed donor gifts during the 16 weeks, or Nate refunds 100% of the fees paid. It applies when the team attends at least 14 of the 16 sessions, completes the weekly actions, and makes at least 20 direct asks for gifts.

WHAT WE ASK OF THE BOARD

Back your ED's two hours a week, read four short updates, and open doors to donors and funders when asked.

NEXT STEP

Questions? Nate will join a short call with your board chair, or take a few minutes at your next board meeting. thenonprofitturnaround.com