



Is it Time for Your Nonprofit to Hire a Development and Fundraising Coach?

For many nonprofits, the financial support they receive from their fundraising and development efforts is critical to their ongoing organizational success. But hiring a full time seasoned Development Professional to lead and oversee these efforts is often a luxury that smaller nonprofits cannot afford. Most are left with already over tapped staffing and volunteers who are not only responsible for the fundraising activities themselves, but also managing the stewardship that is essential for donations and grants received.

If fundraising and development has you feeling confused, stressed and overwhelmed, hiring a Development and Fundraising Coach may be just what you need. It is one of the most cost-effective and profitable ways to reach, engage and/or re-energize donors and financial supporters for your organization. Why? Because the primary role and goal of a Development and Fundraising Coach is to help you understand the financial support you need and then empower you to raise that money through best practices, processes, tools and training.

A Development/Fundraising Coach will help you:

1. Understand the fundamentals of fundraising and development through best practices for support requests and good stewardship.
2. Evaluate your organizational needs for increased financial support and strength.
3. Assess opportunities within your organization for new development and fundraising activities.
4. Research and identify new prospects for support that align with your organization and mission.
5. Develop and cultivate strong donor relationships for both new and existing supporters.
6. Recruit and train existing supporters to make the "Ask" (*board, staff, volunteers, clients*).
7. Create or review your Development Plan to insure that it is aligned with your needs, objectives and resources.
8. Implement good stewardship processes to increase opportunities for turning one time contributions into multiple year funding.

Purple Duck Marketing provides Development and Fundraising coaching at a highly discounted nonprofit rate of \$65.00 per hour. We require a minimum of 10 hours for our initial engagement. After the initial 10 hours has been depleted, we will work with you on an hourly basis as needed.

Let our Development and Fundraising Coaches set you on the right path for creating a strong development and fundraising foundation to ensure your nonprofit's long term success!

Call (678)925-3582 or email info@purpleduckmarketing.com