

INTRODUCTORY SESSIONS

In Person

Attend one of our engaging in-person Introductory Sessions throughout the United States and Canada. To find one in your area, check our online calendar.

Pre-Recorded Online

Experience an Introductory Session in the convenience of your own office or home. View Terry Axelrod's 60-minute online presentation of the Raising More Money Model® at any time.



BENEFITS OF THE RAISING MORE MONEY APPROACH

- Gives your organization a system for tapping into the 84% of all contributions that come from individuals
- Focuses on fundraising as a science, rather than an art
- Continuously builds your base of lifelong donors; gets you off the treadmill
- Allows your organization to establish a multi-year unrestricted giving society
- Mission-based; honors your donors' true commitment to your work
- Includes everything you are already doing right
- Treats donors the way you would want to be treated:
 - Permission-based; no more strong-arming
 - Organic; allows time for donors to become educated, inspired, and involved before being asked for money

RESOURCES



Books

Raising More Money: A Step-by-Step Guide to Building Lifelong Donors (\$39.95)

The ultimate reference book on the Raising More Money Model®.

Raising More Money: The Point of Entry Handbook (\$39.95)

How to customize the ideal Point of Entry for your organization.

Videos/DVDs

Introduction to Raising More Money (\$69.95)

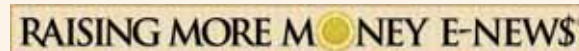
47-minute video/DVD presentation of the Raising More Money Model® by founder Terry Axelrod. An excellent resource for introducing others to this approach.

Re-Igniting Your Board (\$39.95)

21-minute video/DVD. Board members describe how the Model has re-engaged their board in each step of the fundraising process.



Our online donor tracking and management system. Customized exclusively for the Raising More Money Model®. Web-based, so data is accessible anywhere you connect to the Internet. Sign up for an online Webinar on our Web site to learn more.



Our free bi-weekly electronic newsletter, available by subscription only. Contains current articles by Terry Axelrod about the Raising More Money Model®, answers to readers' questions, and information about upcoming events.

"In the first year of our newly formed nonprofit, we generated \$45,000 in revenues. Thanks to the Raising More Money program, our annual revenue skyrocketed to more than \$1 million by our fourth year."

*Denise Resnik, Co-Founder and President
Southwest Autism Research Center
Phoenix, AZ*

"Raising More Money is the most comprehensive and substantive workshop I have ever attended. It is not just another fundraising workshop on raising money from individuals, it is 'the' workshop."

*Lee Dachi, Director of Development,
Affiliate Advancement
Volunteers of America, Inc.
Alexandria, VA*

"Since attending the Raising More Money Workshop, twenty nonprofits in Orlando, Florida have had astonishing success! In a non-corporate headquarters town, over \$2.5 million has been raised and we're still counting."

*David A. Odabowski, President
Edyth Bush Charitable Foundation
Winter Park, FL*

"The Raising More Money trainings demystify the whole scary process of individual fundraising—but the most important thing I learned was the courage and confidence to ask people to support our mission."

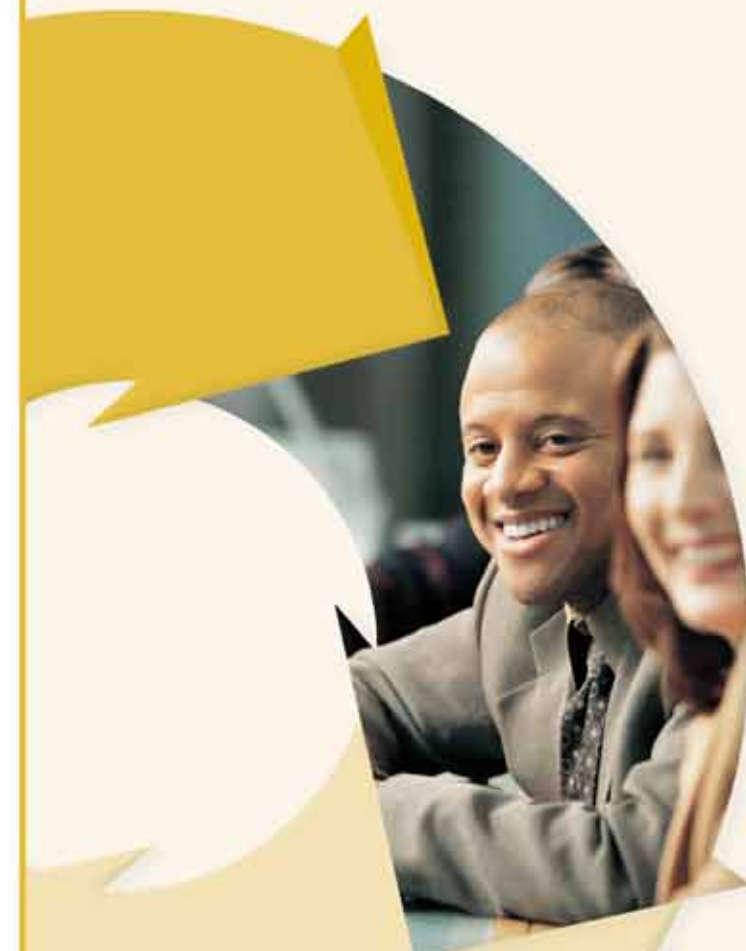
*Mary Donnelly-Crocker, Executive Director
Young & Healthy
Pasadena, CA*

"In fifty years of funding nonprofit organizations, this has been one of the best investments my family's foundation has made in our community."

*Casey Woodard, Vice President
Woodard Family Foundation
Cottage Grove, OR*

RAISING MORE MONEY

BUILDING LIFELONG DONORS



2100 North Pacific Street • Seattle, WA 98103
Tel: 206.709.9400 • Fax: 206.352.9492
info@raisingmoremoney.com
www.raisingmoremoney.com

www.raisingmoremoney.com

"Most people think skill at raising money from individuals is a genetic trait you have to have inherited. We say it's 90% science and 10% art. What you need to be successful at fundraising are two things: genuine passion for your cause and an airtight system. Our programs reconnect you to your passion and then provide the system."

The Raising More Money Workshops are designed for organizations committed to growing and cultivating a base of lifelong donors."

Terry Axelrod,
Founder

RAISING MORE MONEY

RAISING MORE MONEY 101™



BUILDING A SELF-SUSTAINING INDIVIDUAL GIVING PROGRAM

This intensive coaching workshop trains teams of up to six people in designing and implementing a tailor-made system for raising multiple-year operating funds from individuals.

By the end of the workshop, participants have a customized plan for:

- Systematically building lifelong donors
- Point of Entry Events
- Cultivation
- Asking
- Free Feel-Good Cultivation Events

Raising More Money 101™ includes:

- Two rigorous, fast-paced days of classroom sessions
- Three hours of telephone coaching following the workshop

Tuition:

\$8,500 for a team of up to six participants

RAISING MORE MONEY 201™



FULLY INTEGRATING THE MODEL

After their initial success, most organizations are eager to move on to a fuller implementation of each component of the Model.

Participants leave this workshop with a second-year plan for:

- Refining and expanding Point of Entry Events
- Customizing the Cultivation Superhighway
- Doubling Ask Event Results
- Using Free Feel-Good Cultivation Events to launch capital campaigns
- Asking 'naturally'

Raising More Money 201™ includes:

- Two rigorous, fast-paced days of classroom sessions
- Three hours of telephone coaching following the workshop

Prerequisite:

Raising More Money 101™

Tuition:

\$8,500 for a team of up to six participants

THREE WAYS WE OFFER OUR WORKSHOPS:

1 Regional Workshops

Held throughout the U.S. and Canada; open to organizations of all types and locations.

2 Organizational Workshops

National, regional or statewide organizations dedicated to training their local affiliates contract with us to send a minimum of 20 teams; held in a location of their choosing.

3 Community Workshops

Hosted by one or more funders who are committed to building the capacity of 20 or more organizations in their community.

About the Instructors

All Raising More Money Instructors and Coaches have extensive experience working with nonprofit organizations and in professional training. Each has implemented the Raising More Money Model® successfully, and has completed a rigorous 18-month training program to be certified to lead our workshops. Instructors produce consistent and exceptional results with each organization being trained and coached.

To Register:

Call 206.709.9400 or go to www.raisingmoremoney.com