

# RAISING CLARITY

to cultivate abundance in noble causes, people and organizations

## Fundraising Training for Organization XYZ with RAISING CLARITY

Delivered Summer 2012, in a two-hour evening session

### Agenda to Teach Basic Face-to-face Asking (We'll Do These Three Things Tonight)

1. Becoming a fundraiser for XYZ =  
Walking the walk and talking the talk

2. Learning to walk the walk:  
Learning to make a powerful, natural **ask**.

3. Learning to talk the talk:  
Learning to make a powerful, natural **case**.

Greetings! Our workshop this evening is participatory. We will mostly ignore the handouts you'll receive. But "don't try this at home," as they say! Your handouts provide priceless tips to *act* on what you learn tonight. Enjoy them! Study them!

**RAISING CLARITY was created to make fundraising a joy.**



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## Capital Campaign Training and Planning for Organization XYZ with RAISING CLARITY

Delivered Summer 2012, 9:00am-5:00pm, over two days

### Agenda

**Note: Components will be interwoven over our two days  
to keep us fresh, spacious, and clear.**

#### **Component: Stewardship**

- ✦ Part 1: Taking Care of Our Donors
- ✦ Part 2: Taking Care of Ourselves
- ✦ Part 3: Taking Care of XYZ

#### **Component: The Capital Campaign**

- ◆ Part A: Traditional Wisdom: The Phases of a Capital Campaign
  - ◆ Part B: The Reality: XYZ's Current Capital Campaign
    - ✦ Aspect: Campaign Development: A Campaign We Can Love
      - Task: Developing a Case Statement
      - Task: Developing a Timeline
      - Task: Looking Ahead to Next Steps

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