



Fundraising FastTrack™

Week 1: Building Your Foundation

 [Tech Stack - Nonprofit Tools Guide](#)

 [ETHICAL FUNDRAISING](#)

 [TIME AND PRODUCTIVITY FOR FUNDRAISING](#)

 [COMPETITIVE ANALYSIS](#)

 [DONOR PERSONAS](#)

 [FUNDRAISING AUDIT](#)

Week 2: Fundamentals of Fundraising

 [THE DONOR CYCLE](#)

 [ARU METHOD](#)

 [DONOR CULTIVATION](#)

 [DONOR STEWARDSHIP](#)

[Plug-and-Play Stewardship Ideas](#)

Week 3: Finding Donors

 [PROSPECTING FOR DONORS](#)

 [DONOR REFERRALS](#)

 [FRIENDRAISERS](#)

Week 4: Funding Materials

-  FUNDRAISING WRITING BASICS
-  NONPROFIT STORYTELLING
-  BUILDING YOUR CASE
-  VIDEO STORYTELLING
-  DONOR COMMUNICATIONS WRITING
-  MISSION, VISION, VALUES & ELEVATOR PITCH
-  BUILDING YOUR AI ASSISTANT
-  Creating Your AI Policy

Week 5: Online Fundraising

-  CLAIMING YOUR ONLINE SPACE
-  WEBSITES, LANDING PAGES & DONATION FORMS
-  EMAIL FUNDRAISING
-  SOCIAL MEDIA FOR NONPROFITS
-  LINKEDIN FOR FUNDRAISING

Week 6: Fundraising Campaign Planning

-  PLANNING YOUR FUNDRAISING CAMPAIGNS
-  MAKING THE ASK
-  DRIVE-BY FUNDRAISING
-  YEAR-END CAMPAIGNS AND GIVING TUESDAY
-  TRIBUTE, MEMORIAL & GIFTS THAT GIVE BACK

 PEER-TO-PEER FUNDRAISING

 MONTHLY DONOR PROGRAMS

 DIRECT MAIL CAMPAIGNS

 GIFTS-IN-KIND CAMPAIGNS

 ONLINE RAFFLES AND AUCTIONS

 TEXT-TO-GIVE

 SPECIAL EVENTS

 THIRD-PARTY EVENTS

 LAPSED DONOR RECOVERY

 EARNED INCOME

Week 7: Scaling with Major Gifts

 SPONSORSHIPS & MATCHING GIFTS

 CORPORATE PARTNERSHIPS

 CAPITAL CAMPAIGNS

 PLANNED GIVING FOR SMALL NONPROFITS

 SERVICE CLUBS & COMMUNITY GROUPS

 GRANTS & FOUNDATIONS

Week 8: Nonprofit Marketing

 THE SCIENCE OF NONPROFIT MARKETING

 BRANDING BASICS

 BUILDING CREDIBILITY AND TRUST AS A NONPROFIT

 PUBLIC OUTREACH

 MEDIA RELATIONS

 MICRO-INFLUENCER MARKETING FOR NONPROFITS

Week 9: Your Yearly Fund Development Plan

 YOUR YEARLY FUNDRAISING PLAN

Week 10: Board Development

 VOLUNTEER STRATEGY AND MANAGEMENT

 NONPROFIT BOARD DEVELOPMENT

Week 11: Nonprofit Management

 NONPROFIT LEADERSHIP

 FINANCIAL LITERACY FOR NONPROFITS

 KEY POLICIES EVERY SMALL NONPROFIT NEEDS

 GOVERNMENT RELATIONS AND STAKEHOLDER ENGAGEMENT

Week 12: Next Steps

 STRATEGIC PLANNING

 SUCCESSION PLANNING