



Campaigns - Grants - Planning

## Have the Fundraising Breakthrough Your Non-Profit Deserves ... With My Help to Do It!

Dear Colleague:

2017 is here and that means your fundraising must perform: holding events, sending out mailings, and looking for new donors, and new board members.

Are you on track to hit your **fundraising goals**?

Do you have **questions** about your fundraising strategy, but have no one to trust to give you the best answer? I can fill that gap. My popular blog, INFO, has 10,000 regular readers, and my book, *The Nonprofit Fundraising Solution*, was the editor's choice of the American Management Association.

Would you like **ongoing, personalized expert fundraising counsel** on getting through some trouble spots, dealing with fundraising issues, knowing the best practice, or creating a strategy for your development program? Would you like a fundraising expert to turn to whenever you need one?

**I can help.**

My name is Laurence A. Pagnoni, and I am the founder of LAPA Fundraising, now celebrating its 22<sup>nd</sup> Anniversary. Helping non-profits meet (or exceed) their fundraising goals is my passion because I know that when organizations are able to raise more money, they are able to do more good in the world.

That's why I am inviting you and your team to personally spend an initial "no-obligation" hour with me to learn about how this program will maximize your fundraising, as part of our brand-new program. Let me know if you'd like to set a time to talk.



I am excited to share this opportunity with you. Together, we will succeed.

Sincerely,

*Laurence*

Laurence A. Pagnoni

LAPA

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# Fundraising Breakthrough



Over the next year, I want to help your non-profit thrive, no matter your organization's size, experience level, or goals. When you subscribe to this program, you and your team, will join me initially for one-hour on the phone or Skype, where I will work with you in-depth to help you supercharge your fundraising. Here's what the program gives you:

Your organization will have its own personal expert fundraising counsel, on-call, within the following structure ....

- ✓ One monthly **call** (phone or Skype) one-hour in length, throughout the year
- ✓ Prep or post **follow-up time** included
- ✓ Fast **email replies** as needed
- ✓ My **attendance on-site** once every eight weeks for a few hours, that could include your development committee or Board meetings, or work groups for example (up to 8 personal appearances)
- ✓ Two **free copies of my book**, *The Nonprofit Fundraising Solution*
- ✓ A dedicated **Drop box** to share important documents.

## Step #1: Send Me an Email Describing Your Fundraising Program

Simultaneous to when you sign-up for *the Fundraising Breakthrough*, you'll be asked to send me an email describing and sharing basic details about your organization's fundraising, as well as the areas which you have the most questions about and would like to focus on during our initial one-on-one call. If you have a development plan already, you'll be asked to send that too.

As part of this email, you will also be able to choose a convenient time for the weekly call. Your call may be scheduled for any time, 8 am to 5 pm, Monday-Friday, except holidays.

## Step #2: The Ongoing Breakthrough Sessions

Next, we'll schedule the first of the weekly one-hour phone or Skype calls when I will personally help you maximize your fundraising program. We'll go over any trouble areas you want to discuss, you'll get answers to all of your fundraising questions, and together we'll look at how you can raise more money this year than ever before.

You can have as many people from your organization on the call as you would like – including your fundraising team, board, etc. Or, it can be one-on-one, whatever works best.

### **Step #3: Ongoing E-Mail Support**

After our weekly breakthrough session, you'll get personal, unlimited e-mail support from me. During that time, you can email me any and all questions you have and get customized answers, just for your nonprofit.

### **Step #4: On-site Meetings**

My attendance on-site at your agency (for those located in the tristate area of NYC and Northern NJ), nicely spaced out through the year, once every eight weeks for a few hours, and could include three of your organizational meetings a year, plus development committee or Board meetings or work groups for example (limited to a maximum of 8 personal appearances).

## **Who Is This Program Designed For?**

The Fundraising Breakthrough is designed as an ongoing coaching and technical assistance process for anyone who has a responsibility for fundraising strategy and tactics at your organization, including: executive directors; development directors; fundraising staff; board members; non-profit funders.

**This program is designed for nonprofits large and small, domestic and international,** and can accommodate all of the various fundraising practices and techniques.

During your Breakthrough Sessions, we can talk about any aspect of your fundraising, including:

- Writing and implementing your fundraising plan or case for support
- Finding more (or bigger) donors
- Making better asks
- Cultivating and stewarding donors
- Non-profit staffing and management
- Strengthening your board fundraising, events, or direct mail
- Online fundraising, e-mail, and crowdfunding campaigns
- Or whatever fundraising items are at the top of your list!

I want to help your non-profit thrive. That means supercharging your fundraising and crafting the best possible development strategy for your organization. The simple fact is those nonprofits that pay attention to fundraising strategy raise more money.

## **Why You Should Work With Me**

I am the founder of LAPA Fundraising and have spent the past 20 years helping organizations worldwide raise more money. I have served as a nonprofit executive director four times and consultant to hundreds of non-profit organizations.

My bio is located at [lapafundraising.com](http://lapafundraising.com). I am the author of *The Nonprofit Fundraising Solution*. Now, I want to help your organization raise more money than ever before!



## Your Investment in Personalized Fundraising Help

Normally, my fee for a one-hour consulting call is \$250, and our firm's annual retainers run as upwards of \$210K a year. But because I want to help *as many non-profits as possible* raise more money, I am offering a very special, limited-time deal.

When you sign-up today you can participate in this program and receive the weekly strategy calls, plus e-mail support, the onsite option, and two free copies of my book for **just \$2,500/month**. Don't miss out! These services represent significant annual hours of advanced fundraising counsel at a *20% discount*.

Fundraising counsel is about mastery in reinforcing and accelerating existing fundraising drives, campaigns, introducing new ideas, approaches, and strategies, and helping to reorient the development department toward different high-return revenue goals. Perhaps you don't know your Return on Investment? Now is the time to find out! I will show you how.

## What Other Organizations Have Said About Working With Me

Over the past few years, I have been privileged to personally work with a number of non-profit organizations to help them maximize their fundraising. Here's what a few of them have said:

*"Laurence helped us become more assertive about the way we approach foundations."*

**--Dr. Anne Elliott**, CEO, Greenhope Services for Women, East Harlem, NY

*"Laurence's patient and understanding coaching style worked well for our board of directors and staff. I would recommend him to anyone looking for growth of their fundraising program."*

**-Ben Goldman**, Executive Director, City Without Walls, Newark, NJ

*"Laurence has been there for us every step of the way. He is there as our sounding board, our mentor, and our motivator. We are very lucky to have him 'on our team'!"*

**-Wayne Sandford**, General Manager, Shore Line Trolley Museum, East Haven, CT



## My Personal Guarantee to You

I know that not only will you be completely satisfied with the first one-hour Fundraising Breakthrough Session, but you will be raving about it to your colleagues.

If for any reason you are not satisfied with the first session, you will receive a full, 100%, no questions asked refund. That's my guarantee to you. You will love this program, and it will make a huge difference for your non-profit organization.

## May I hear back from you soon?

Breakthrough is a personalized program, geared specifically for the needs of your organization; its availability is also limited. Please contact me as soon as possible to talk about Breakthrough meeting, and surpassing, your fundraising expectations.

## **Sign-Up Today and Let's Work Together on Supercharging *Your* Fundraising!**

To register for Fundraising Breakthrough Counsel **just complete the information below** and fax or e-mail it back to me, then I'll give you a call. It's that easy, and yet so important to get started.

**Please PRINT, complete & fax to 718.708.6779 or  
e-mail to Laurence at [lpagnoni@lapafundraising.com](mailto:lpagnoni@lapafundraising.com)**

Name:

Position:

Organization:

Address:

Email:

Phone:

### **Quick Questions:**

1. What motivated you to sign-up?
2. What are your three top goals for this engagement? (I may give you feedback later as to the rightness of these goals.)
3. What troubled areas do you want to address in your current fundraising program?
4. Is there a relevant Development Plan? If so, may I have a copy? If not, would that be one of your goals in working together? {All documents shared are held in confidence.}
5. Would you be on our weekly calls by yourself or with colleagues? If others are joining you, please state their names and positions.
6. What's a convenient time for the weekly call? Your call may be scheduled for any time, 8 am to 5 pm, Monday-Friday, except holidays.