



Fundraising Mastermind Leadership Course Curriculum Outline

The mastermind program includes 6 core learning modules. Personalized one-on-one coaching and real-life case studies bring the key learnings to light, and allow participants to implement learnings immediately at their workplaces.

Dates for in person sessions are February 26, June 4, September 24th and December 10th 2018

Group coachings take place every two weeks via video conference.

Fees are \$6,000 + HST per participant for the 12 month leadership program.

<p>Module 1 Revenue The more you touch it, the more it comes in.</p>	<p>Approach</p> <ul style="list-style-type: none"> • Time allocation assessment • Accountability for actions • Setting revenue intentions for the week/month/quarter <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Understand key touchpoints with community/donors and make them replicable with less effort • Clear percentage of time spent cultivating relationships • Staff and team allocation mapped against revenue streams for ROI. Clarity on goals and metrics for self, and team.
<p>Module 2 People Learner mindsets build resilient leaders.</p>	<p>Approach</p> <ul style="list-style-type: none"> • Personalized leadership assessment and ongoing monitoring of progress • Job Effectiveness Planner – understand what your job outputs are (not what your tasks are) <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Established job effectiveness plans for all employees. • Ownership of team development and staff retreat • Staff retention strategies
<p>Module 3 Communications Your words are your truth</p>	<p>Approach</p> <ul style="list-style-type: none"> • Case for support development, and ability to articulate in an engaging, interactive way • Presentation and public speaking skills • Storytelling basics for maximum engagement <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Self-awareness of how we are perceived by our donors, our community and our employees • Engagement tools, questions and approaches that further meaningful dialogue with donors, direct reports and other staff.

<p>Module 4 Focus Strategically triage your own work. #powermoves</p>	<p>Approach</p> <ul style="list-style-type: none"> • Systematization of ongoing activities, and strategies to delegate • Output based approach to time management tied to strategic deliverables, not tasks • Embracing power moves to jump start fundraising success <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Complete operations manual for ongoing administrative activities • Goals and output planner for the week/month/quarter
<p>Module 5 Reporting Metrics breed confidence and success</p>	<p>Approach</p> <ul style="list-style-type: none"> • Define key benchmarks for organization – how to benchmark against yourself, year-over-year • Use benchmarks and KPI's to motivate teams, and influence senior leadership/board <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Personalized benchmarks and KPI's for self, team and organization • How to use reports and metrics to influence others involved in fundraising (boards, volunteers, staff etc)
<p>Module 6 Infrastructure A good tool informs today and tomorrow's decisions</p>	<p>Approach</p> <ul style="list-style-type: none"> • Build systems to support “one touch” reporting that informs workflows for team and self • Budgeting for fundraising success, including long term forecasting, planning and cash flow. • Integration approaches for internal infrastructure systems – how to leverage existing database tools for fundraising success. <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Database management basics • Budgeting and planning skills that support strategic goals. • Communication skills with CFO or CA staff so that everyone is working in harmony