Securing new donors & dollars, with limited time & budget.

Presented in partnership with:
Nice to meet you!

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What is Jumpstart?

The Jumpstart Program was created for you, to help you elevate your mission, secure community-based support and build financial resilience.

Jumpstart blends together dedicated, 12-month virtual coaching to help you create a right-sized donor development strategy, implemented via integrated technology, to rapidly scale community engagement, enable stakeholder alignment, and build sustainable fundraising outcomes.

In partnership with 120+ grantmakers nationally, Jumpstart has been deployed to aid thousands of nonprofit leaders – from seasoned veterans, to “accidental” fundraisers, to “Chief Everything Officers,” and everyone in between!
Your Jumpstart Team

To start increasing revenue and building fundraising capacity, Jumpstart matches you with a Personal Fundraising Coach & Success Manager.

**Fundraising Coach**
Strategies to build and execute on monthly development goals.

**Success Team**
Consolidates giving data, builds online systems, ensures success.

**You, Nonprofit Leader**
Implements plans with Jumpstart’s support & weekly time available.
Your Personal Fundraising Coach

Drawing from a national network of development consultants, our Coaches have an average 19 years’ fundraising experience working for nonprofits with a mission, budget and staffing structure just like yours.

S/he leverages that expertise to help you:

See Opportunities
Align time & budget around who can give, and give more.

Understand Trends
Interprets your data to create benchmarks, realistic goals & results

Implement Solutions
Create right-sized plans for fundraising challenges & opportunities
Educational Curriculum & “Milestones”?

- **Chart a path to increase your fundraising capacity, in partnership with your Coach.**

- **Set measurable goals on a monthly & quarterly bases.**

- **Bring in staff & board to engage in the goal-setting (and execution).**

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**Example Milestones (Early Stage)**

- Donor Management System data segmented into current, lapsed & non donors.
- 15 major gift prospects identified & qualified.
- 100% of audience (current donors, prospects, etc.) enrolled in monthly retention emails.

**Example Milestones (Latter Stage)**

- 25 new individual donors acquired from the non-donor segment.
- 3 new major gifts secured from the segment of 15 prospects previously identified.
- 20% of current donors compelled to upgrade their last gift amount.
We now live in a digital society.
Jumpstart’s Technology – moving from strategy to action

- Easy-to-use donor management system to organize, segment, and engage with donors and prospects
- Create and execute robust, multi-channel online fundraising and community engagement strategy
- Utilize integrated tech to implement strategies, align remote leadership in a digital workspace
- Powerful online fundraising campaigns and peer-to-peer platform
- Email builder, Text2Give, video acknowledgements, pledge management and task management
- Plan, manage, and host high-ROI virtual and hybrid events with confidence
Donor Management – make data-driven fundraising decisions.

"The combination of coaching and software has dramatically improved our capacity to raise more from individual donors. It has opened new doors, forced us to think differently and otherwise made us more confident and capable fundraisers. We would not have considered taking on these changes had the cost not been covered the first year. We are incredibly grateful for the opportunity to participate in this great program. It has really improved our capacity to raise funds in the future - and simplified our ability to access data. We now have the tools to more easily and effectively evaluate our progress over time."

- David Hastings, Executive Director

H.O.N.K. raised over $413,000 in net new revenue, 302% more than the year prior to Jumpstart. They also saw a 26% growth in their donor portfolio during the Program!
"Jumpstart has helped make donating easier for our network that follow us on social media and our e-newsletters. Turning those program supporters into donors. Our coach has helped with ideas to improve our annual appeal specifically. It makes us more confident and capable fundraiser knowing that we make donating to the Kenan accessible through many different platforms. Jumpstart has a network of reliable coaching and assistance that can help make the program work for you. They also have an arsenal of templates and examples of campaigns that can help to inspire you. The technical side of things is extremely easy to learn and use and allows for you to take donor relations to a more personal level."

- Bridget Licata, Development Coordinator

Kenan Center raised over $18,000 in net new revenue, 50% more than the year prior to Jumpstart. They also saw an 83% growth in their donor portfolio during the Program!
Communication Tools – engage community in new, innovative ways

"Jumpstart with NFG has allowed us to be more efficient in our communications and fundraising outreach with the seamless integration between the two. It has allowed us to get a better handle on who is giving, how often and how much. Jumpstart is of great benefit to small nonprofits because it provides a platform to perform multiple essential tasks and enables a big picture view of cause and effect of communications and resulting donations. We have experienced very positive growth this past year. The NFG platform with the added bonus of working with a coach helped enormously.

- Ellen Spokes, Executive Director

¡Adelante Latina! grew their donor portfolio by 50% during the Jumpstart Program!
Thanks to fundraising lessons learned and donor management techniques provided through Jumpstart, Garden City Arts ended the year with a very healthy surplus. I know this would not have been the case if not for the individual donations solicited with the help of Jumpstart.” - Katy Guthrie, Executive Director

GCA raised over $10,000 in net new revenue, an 88% increase over the year prior to Jumpstart!
“Network for Good has been LIFE CHANGING for me and my novice fundraising skills! Frank is incredible! I could not have chosen a better coach. He teaches me something new literally every time we talk. He has also built my confidence to use my natural skills and translate them into fundraising assets.

“The idea that someone who has never done individual fundraising could learn these skills and reach their goals is wonderful. Whenever I draft something, I know I can send it to my coach, Frank, and I know I have a whole team of people at Network for Good who are ready and willing to help. How amazing is that?

This is incredible for nonprofits like ours. Learning to take charge of raising funds through individual donors is a freeing experience that I hope every organization is able to experience”

– Valerie Slater, Rise for Youth

✓ Starting from scratch, RFY raised $60,000+ from their first 300+ donors!
"We are much more capable and confident in our fundraising. Our capacity to raise more from individual donors is much greater than prior to Jumpstart. Jumpstart is invaluable, particularly for small, grassroots nonprofits with limited or no access to the funding needed to do strategic fundraising and receive feedback on those strategies."

- Romona Jackson, The Women's Advocacy Center

The Women's Advocacy Center raised over $17,800 in net new fundraising revenue, 59% more than the year prior to Jumpstart. They also saw a staggering 233% growth in their donor portfolio during the Program!
"Working with Jumpstart and our coach has moved our organization into an awareness of who we are and where we might go. It's brought our expectations in line with where we are located (rural Wyoming) and what our resources are for development.

We have been able to make a plan for fund-raising, and seek the staff to help us get there. The fund-raiser we launched was successful, and we now have a much better handle on how to do those. Also, I have begun to post more updates in social media.

The Jumpstart program has been a life-line for our tiny non-profit. Without the guidance and tools made available to us, I do not know if we would have survived the past year."

- Maria Eastman, Rainhorse Equine Assisted Services
Hear from a Jumpstarter

“It was as though we had finally gotten our organization to the river, but we needed to cross over to the other side in order to really grow as a nonprofit organization. The Jumpstart Program provided the bridge and Anne provided the support to walk across it without falling.

Now, we are gaining more attention and our network is expanding because we are more organized. We are developing stronger relationships with our donors because we can see exactly what their relationship is with us and what has inspired them to give.”

- Mark Pomerville, Executive Producer

“Before the Jumpstart Program, we were a racecar with a basic engine. Jumpstart has given us the proper engine and mechanical elements to race on the track.”

- Mark Pomerville, Executive Producer
Your Success Team

Your Success Team aligns your fundraising software with your goals created by your Personal Fundraising Coach, aiding and accelerating execution.

Success Managers
Creates your “Success Plan” to ensure a match with your Coach, software, and support team.

Data Specialists
Cleans and consolidates giving data to build & get you started in your donor management system.

Support Specialists
Available 8 am – 8 pm to answer detailed questions on your software, settings, or respond to donor’s needs.
First Things First: Data Readiness

An integral part of the first 60-days of Jumpstart is Data Readiness, starting with our Data Bootcamp, which is designed to help you:

✓ Export data from existing systems, clean, consolidate, and prepare for migration.
✓ Operate with the peace of mind that comes with a clean & organized data set (accurate mailings, reports, etc.);
✓ Put a plan in place around ongoing data maintenance (and concurrently, better donor stewardship);
✓ Identify opportunities to raise more with your Personal Fundraising Coach, right away.
What’s the return on my investment?

**Before**
- $50K
- Coming from:
  - Special events
  - Direct mail, online gifts
  - Program grant

**After**
- $64K
- Coming from:
  - 100% Board giving
  - Virtual events
  - Major gifts
  - Annual fund
  - Peer-to-peer fundraising
  - Text-to-give
What happens in Year #2?

1. Continuation of second year after the grant-funded period is **wholly opt-in**.

2. If you choose to continue:
   - Technology only = $200/mo
   - Technology and Coaching = $400/mo

3. If you choose not to continue, we will help you consolidate and export your data.
1. 501(c)3 both headquartered in and primarily serving either Shasta, Siskiyou, and/or Tehama Counties.

2. Good fit for Jumpstart if:
   - One (1) full time employee;
   - $15k+ raised from individual donors;
   - 50+ donors and/or a contact list of 100+

3. Cost sharing of $250 ($6,150 per org program cost covered by sponsors!)
Program Expectations

1. As an organization, can you collectively commit a minimum of five hours/week (on average) to fundraising activities?

2. Are you willing to adopt and leverage new technology to build out your fundraising infrastructure?
1. Expect a follow-up email with today’s recording, slides, and a calendar link to meet with a Jumpstart team member.

2. If you would like to be considered for a potential grant to participate in the Jumpstart Program, please complete the 10-15 minute Nonprofit Needs Assessment that will be included in follow-up.

3. **Deadline to submit is Friday, March 11**th
Thanks to our sponsors for their continued support & thank YOU for your interest and time!

Questions?

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