

Wisconsin Main Street Spring Workshop Announcement

While we can't bring everyone together for our typical March workshop, we're thrilled to be able to offer a four-part virtual workshop on Nonprofit Fundraising. Rachel Muir, a national fundraising leader, will be our featured trainer, coming to us highly recommended from Main Street Iowa. You can check out her work and download many tools and guides from her website at <https://www.rachelmuir.com/>.



When she was just 26 years old, Rachel Muir founded [Girlstart](#), a non-profit organization dedicated to empowering girls in math, science, engineering and technology. She veered away from the typical ED or CEO titles, and her business cards said, Rachel Muir, Girlstart, Fearless Leader. A winner of Oprah Winfrey's Use Your Life award, Rachel is a three time finalist for Ernst & Young's Entrepreneur of the Year Award, was named "Outstanding Fundraising Executive of the Year" by the Association of Fundraising Professionals, and one of Fast Company Magazine's "Fast 50" Champions of Innovation. Her career includes leading an online fundraising consulting practice for a major software company and managing major gift portfolios for some of the country's largest and most successful nonprofits. Rachel is a sought after fundraising speaker and keynote. In addition she leads retreats and custom trainings to transform people into confident, successful fundraisers. She has served on numerous boards and has the T-shirts to prove it.

The four-part series will work like this:

There will be two sets of two sessions one week apart. Participants can sign up for either or both paired segments. For each, the first session will feature a 90-minute introduction to a major fundraising topic along with examples, best practices and plenty of time for Q&A. It is intended that one or more board members will attend as well as directors and will specifically highlight board member roles in fundraising. The second session, a week and a half after the first, will feature 30 minutes of participants sharing something they tried implementing or a tip they used from the first session and discussing with Rachel (board members also welcome, but not required). The second 30 minutes will highlight additional best practices and showcase examples of successful campaigns from around the country. To receive attendance credit, at least one participant from a community would need to attend both meetings within a set. **As a bonus, any community that sends participants to all four of the workshop sessions will be entered in a drawing to win one of three additional 30-minute consultations with Rachel on your organization's fundraising plan/goals/implementation.** Specific topics discussed at each of the sessions are highlighted on the next page.

To register for one or both sessions, please complete this form:

https://forms.office.com/Pages/ResponsePage.aspx?id=A8bQpH-ckOK4nKCMGo61cfH_uf_BeLhAtE4VDwFCKzhUN1FBVkvVVOUxOT1VNN0IYMzU3T05BR1QxUS4u

Session 1: February 2021

First Date: Tuesday, February 23rd 11:00 am – 12:30 pm. Directors and Board Members.

How to Fundraise in a Crisis & Delight Donors in Virtual World

Fundraising takes a truckload of guts on a good day. So how do you fundraise in a time of overwhelming anxiety, stress, and uncertainty? This workshop is dedicated to helping you bravely navigate turbulent times with rock-solid inspiration to help you confidently fundraise. Our special guest Rachel Muir, CFRE is sharing a bounty of free and affordable tools and ideas to delight your donors, stand out, get virtually face-to-face, and know if your message is getting through. You'll also get bonus free and expensive tools to help you rock your subject lines, deliver uber-thoughtful stewardship without ever licking a stamp, and achieve mobile open rates as high as 98%! This session is loaded with winning strategies so you can dramatically deepen donor relationships and unleash giving at new levels. You'll walk away with a confidence boost to fundraise with a renewed sense of pride, passion and purpose and be well on your way to becoming your donor's favorite charity!

Second Date: Thursday, March 4th from 11:00 am – 12:00 pm

Discussion topic: Success/Challenges implementing one strategy or tool you saw in the workshop to virtually connect with your donor(s).

Presentation: Show & Tell: Epic Fundraising Examples

Ready for eye candy campaigns that make you wish YOU'D thought of that? Buckle up, buttercup. Our special guest, Rachel Muir, CFRE is firing up the very best fundraising examples from budgets small and large. This session will inspire and delight you with eye-candy examples and concrete tactics you can implement in your next fundraising campaign. We'll explore great content, unique thinking and delightful design across donor thank you's, emails, websites, donation pages, videos—and anything else that increases donations! In addition, we'll kick things off spotlighting YOU – the strategy or tool you implemented that you learned from our first workshop!

Session 2: April 2021

First Date: Tuesday, April 6, 11:00 am – 12:30 pm. Directors and Board Members

Fundraising Myths, Truths & What the Best Fundraisers (and Boards) Do Differently

You know who they are. The fundraiser who makes it look easy. Getting the big gifts. Loving their job. Always smiling. At the cocktail party they're surrounded by all the donors you want to get to know. What's their secret? Our special guest Rachel Muir, CFRE is going to spill the beans! Come learn the secrets of high performing fundraisers, including:

- The traits of great fundraisers and great boards
- How to build a culture of philanthropy among your staff & board
- Strategies and tools fundraisers use to stay organized, retain & upgrade donors

Second Date: Thursday, April 15th 11:00 am- 12:00 pm.

Discussion Topic: Success/Challenges implementing one strategy you saw in the workshop i.e. calculating your donor retention, building a stewardship plan, creating a culture of philanthropy, craft a board plan, etc.

Group Discussion: The doctor is in! Bring your burning board dilemmas and fundraising challenges to a special invitation only session dedicated to addressing any and all of your fundraising challenges. building a portfolio etc.