

FUNDRAISING MASTERCLASS

00 PROGRAM OVERVIEW "AN INVITATION"

The Raising Change Fundraising Masterclass teaches you how to become a world-class fundraiser for social change, entrepreneurship and any cause that requires building strategic relationships to achieve a mission.

FROM THE DESK OF KATHY LEMAY

Dear Fundraisers and Philanthropists,

The moment you expressed interest in Raising Change Fundraising Masterclass, you demonstrated a budding desire to become one of the world's top social change fundraisers. After 25 years in social change fundraising, myself and my team have created a first of its kind, kick ass, world-class, boots on the ground Fundraising Masterclass designed specifically for development professionals who want to raise bigger and more money for their organizations.

Whether you are a CEO or a Director of Strategic Planning, a Founder or a Philanthropist who wants to help fundraise for your favorite organization, this immersive program is for you. The times in which we live ask that we build relationships and mobilize resources that fund and advance our critically important work around the globe and we are here to help you succeed.

The Raising Change Fundraising Masterclass will:

- Immerse you in the Five Keys to Becoming a World-Class Social Change Fundraiser,
- Introduce you to leading experts in fundraising, philanthropy and social change,
- Reward you with bonus training to drive home your success, and once you graduate
- Grant you access to some of the top philanthropists throughout the world, waiting to learn more about your organization's mission and work.
- Upon successful completion you'll be "Raising Change Certified."

The Fundraising Masterclass gives you unparalleled insight into best practices with donors, creating a sustainable funding model and building authentic relationships with donors that move your organization from funding a budget to fulfilling your mission. We designed the Raising Change Masterclass to ensure you are fully prepared for the Fall fundraising season. We will give you the tools, resources, and skills you need to master major gifts fundraising with increased ease and confidence. We'll see you this summer and guarantee you will achieve results beyond your wildest expectations.

Yours in world-class fundraising,
Kathy LeMay

PROGRAM HIGHLIGHTS

- **Shift How You See Your Role:** You are more than a fundraiser. You are driving the mission for social change. You'll learn how to build community and cause.
- **Clarify Your Funding Model:** Discover exactly how to fund your objectives. Learn how to build a highly accurate target donor profile that will unlock huge donations.
- **Develop Your Shared Story:** Learn how to weave the donor's passion into the organization's narrative, making the ask relevant and easy for the donor.
- **Build Authentic Relationships:** Create trusted, values-driven relationship that transform the donors experience and aligns them with your mission.
- **Master The Transformational Ask:** Know exactly when to ask and how much to ask for with grace and unwavering confidence to raise more money than ever before.

TESTIMONIALS

Gold Mine of Wisdom, Skill and Connections

"Kathy is a diva as a philanthropist and fundraiser. She starts with empathy and understands the motivations of both sides of this indispensable partnership. For those seeking to propel their organizations and causes forward from staff or board roles, this coaching course will be a gold mine of wisdom, skill and connections!"

- *Karen Ansara, Co-Founder & Chair, New England International Donors*

Her Counsel on Effective Fundraising is Brilliant and Eminently Practical

"Kathy LeMay is a game-changer. Her counsel on effective fundraising is brilliant and eminently practical. Her unique value proposition: she understands the fundamental underpinnings of why people give, and can translate that into specific action items. I always walked away from our conversations with new insight and 5 new ideas to approach our goals. She always suggests thoughtful, concrete next steps - but also absorbs the client organization's DNA and thinks creatively around it. Kathy is a rare talent who shares her wisdom generously. I recommend her without reservation!"

- *Kathy O'Hearn, CDO at Vital Voices*