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

Presented in partnership with:
Nice to meet you!

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Agenda

1. Introduction
2. What is Jumpstart?
3. Coaching & Your Jumpstart Team
4. Fundraising Technology
5. Program Expectations
6. Questions and Next Steps
What is Jumpstart?

The Jumpstart Program was created for you and your 501c3 nonprofit, 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!

Dedicated 1:1 Coaching  Fundraising Technology & Technical Assistance  Educational Curriculum & Virtual Library
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).

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.
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
“Unrestricted funding is vital for the many services we offer. ET was also unable to secure grant funding for Tehama SART this year and Jumpstart helped us to make donors aware, helping to secure the funding.”

Jennifer Moniz
Empower Tehama
Empower Tehama raised an impressive $20,674 (+56%) in net new revenue during the Jumpstart Program!

“It is a VERY simple program to use, especially compared to Salesforce. The coaching is wonderful but non-profits really need to have the time to dedicate to it. Our agency struggled due to lack of staff during COVID & our ED going out on emergency medical leave for several months unexpectedly.”

Jennifer Moniz
Empower Tehama
“We are using many different parts of the software. **We have an everyday giving page connected to our website. That has been amazing!** We use forms for kids to sign up for our classes. We use the communication tools to send out emails. **We use acknowledgement templates to thank our donors more efficiently.** It’s really helpful having everything all together.”

MaryAnn Keeline
Project Spark Studio
Jumpstart Grantee Impact

Project Spark Studio raised $2,040 (+20%) in net new revenue during the Jumpstart Program, acquiring 27 (+37%) net new donors in the process. Their greatest outcome came in the form of refined processes, capacity growth, and building infrastructure to inform future growth.

“The support from our coach, Anne McCarten-Gibbs, and the Network for Good technical team has been amazing, both while we were onboarding and as we have continued to use the software. Their help enabled us to onboard much faster than we would have with another type of software. What might have taken years happened in just six months.”

- MaryAnn Keeline
“Jumpstart is absolutely an amazing program. My coach was extremely helpful in helping me think through and come up with realistic solutions. I think that this program is what you make of it and I most definitely got a lot out of it! Andrea has been absolutely amazing!”

Heather Kelnhofer
Girls Inc. of Northern Sacramento Valley
Girls Inc. raised **$41,628 in net new revenue** during Jumpstart – staggering 225% growth over the year prior to the program. They also grew their donor base – 39 net new donors acquired, an impressive **72% increase** over the year prior to Jumpstart!

“We have been able to offer more services for our girls, as well as generate unrestricted funding, which has allowed us more time for planning.”

Heather Kelnhofer
Girls Inc. of Northern Sacramento Valley

This software provided us with the tools the organization needed to ‘Jumpstart’ its private funding campaigns. We are excited to continue to further our funding efforts to drive more funding for specific programs as well as providing unrestricted funding for our daily operations. ”

Amanda Harris
Siskiyou County Job Council and Siskiyou Economic Development
“This program provides vital resources, assistance, and guidance to regional non-profit organizations that would otherwise not have access. The combination of practical resources and guided advisory services is paramount to ensuring the growth and success of these organizations.”

Amanda Harris
Siskiyou County Job Council and Siskiyou Economic Development
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 in year 1 ($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, June 30th**
Thanks to our sponsors for their continued support & thank YOU for your interest and time!

Questions?

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