

INFLUENTIAL EXECUTIVE DIRECTOR SERIES

with **LORI L. JACOBWITH, FOUNDER, IGNITED FUNDRAISING™**



- 🔥 **CLARIFY YOUR MESSAGE**
- 🔥 **ALIGN & INSPIRE BOARD AND STAFF**
- 🔥 **RAISE MORE MONEY**

This could be the most important decision you and your organization will make.

You want to make a difference. It's why you've chosen to do this essential work. The Influential Executive Director series is a full-year of support and coaching. You'll be energized in this carefully curated cohort to build on what you're doing well — allowing you and your organization to **make an even bigger impact**.

Whether you are brand new to your nonprofit or a seasoned executive director ready to refine your skills, you'll be challenged to **lead at your highest level**. This series will move you from training and learning to successful implementation throughout each 90-day intensive.

Focused on three distinct areas of nonprofit expertise, this series was designed with the busy Executive Director in mind. **Up to two additional team members** (one board member + one staff) may be included at each 90-day intensive.

LEARN. REFLECT. IMPLEMENT.

90-DAY COMMUNITY INFLUENCER INTENSIVE

A proven process to elevate any Executive Director to become the influential leader your organization needs.

90-DAY DREAM BOARD INTENSIVE

Systems and tools to build productivity and engagement. Transform your current board into your dream board.

90-DAY HIGH-IMPACT STAFF INTENSIVE

Techniques and tools to recruit, pay, hire, and manage a high-impact staff.

DESIGNED FOR YOU

World class athletes use a coach to get them where they need to go. Each 90-day intensive is your opportunity for world class mentorship and coaching and looks like this:

WHAT	HOW/WHERE	WHEN
Two Day Kick-Off	Minneapolis, Minnesota	8:30am to 5pm + One Dinner with ALL
First Week Follow-Up	Web Cam	Tues 11am-1:30pm
Second Week Follow-Up	Web Cam	Tues 11am-1:30pm
Bi-Weekly Check-In	Web Cam	Tues 11am- 12:30pm
Open Office Hours	Web Cam or Phone	Thurs Noon-1:30pm
Two Day Wrap-Up	Minneapolis, Minnesota	8:30am-5pm + One Dinner with ALL

The Influential Executive Director Series will be facilitated by Lori L. Jacobwith. Additional content experts may be included at each in-person kick-off & wrap-up session.

Lori helps find the “it’s possible” angle to most any nonprofit challenge. From working in the trenches to speaking, coaching & training, Lori’s successful philosophy has always been **“fundraising and nonprofit management can be done with ease and joy.”**

Named one of America’s *Top 25 Fundraising Experts*, Lori L. Jacobwith is an internationally-recognized master storyteller and fundraising culture change expert. Lori has spent more than 35 years **helping nonprofit organizations raise money and run effectively and efficiently**. She is proud to have helped organizations raise more than \$350 million dollars from individual donors. And counting.



LORI L. JACOBWITH

“Working with Lori, over the course of a year, exponentially increased our fundraising, clarified our messages, and more deeply engaged our board. Outcomes promised were achieved and then some. In fact, we’ve received 6 and 7 figure financial contributions and become more well known in our community as a result of our work with Lori.”

— Ali Parrish
Executive Director,
Iowa Heartland Habitat
for Humanity

“Lori’s coaching and support have been invaluable to the success of our organization. She has helped us design a process that allows us to treat donors and volunteers in a way they deserve. With what we’ve learned each year we continue to close a more than \$2 million gap in our operating budget.”

— Chuck Meehan
President/CEO,
Volunteers of America
North Louisiana

FULL SERIES:



\$36,000

INDIVIDUAL INTENSIVES:

\$14,000

APPLY:

bit.ly/InfluentialEDApplication

OR CALL:

952-949-2105

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ALI'S STORY:

Executive Director Ali wanted more.

She was hungry for advice on how to inspire larger contributions. Less than 3% of her \$2.2 million annual budget came from individual donors

Ali also felt there was more she could do to inspire her board and staff to be more focused and deliver on their promises. Unfortunately, she didn't have time for one-on-one meetings to support everyone.

Ali reached out to Lori at Ignited Fundraising because as she described it, "We're one of the best kept secrets in Waterloo. If more people knew about the incredible impact of our work, I just know they'd want to support us."

It was January when Executive Director Ali and her team began work with Lori.

Regular "caring truth-teller" meetings focused on recognizing what was working well; what hidden barriers were holding them back; and where they were using uninspiring communication.

While Ali and her team are smart and action focused they needed and wanted a rudder to keep them focused.

Honestly, Ali would say hearing the truth from Lori was challenging at times.

It was also effective. Time spent together helped them to craft & practice powerful messages, establish new systems & practices, and raise more money than they ever dreamed possible.

Their hard work resulted in real results:

- From 0 to more than 30 donors at \$1000+
- Unsolicited gifts of \$987, \$150,000, and recently **a three-year \$1.6 million gift!**
- Board & staff are even more active and engaged.
- Community awareness has grown exponentially.



Their story can be your story too.

It was from a year of working with Ali and her team that the **Influential Executive Director Series** was born.

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90-DAY **COMMUNITY INFLUENCER** INTENSIVE

January to March 2020

As a nonprofit executive director you know spending time with influential community members and donors is good for your bottom line.

Whether it's lack of time or uncertainty about how to access the *right people* — often those meetings simply don't happen.

In this mastermind-style setting you'll be exactly where you need to be to refine your skills and build on what you already doing well.

For two, full day intensives and weekly meetings in between: discussions will focus on what we say, how we say it, and who we say it to. You'll have time devoted to identifying gaps in conducting successful meetings with key influencers and stakeholders.

You'll work in a small cohort to create successful processes, strategies, and tactics to be used in your **customized plan**.

Whether it's feeling too busy, overwhelmed, or not knowing how to access key stakeholders — **in 90 days you are ensured results that will add confidence to your messages and money to your bottom line.**

KEY OUTCOMES WITHIN 90 DAYS:

- Speak with authority, influence & authenticity to ignite others.
- Learn to access the *right people* to build effective partnerships and raise more money.
- Learn clear, engaging communication that instantly clarifies your mission for others.

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90-DAY **DREAM BOARD** INTENSIVE

April to June 2020

Building an engaged board by leaving board recruitment to chance will cause you hair-pulling frustration.

Building a strong board requires taking high-level initiative with your volunteer leadership. How do you do that with a board you report to?

What it truly takes to build your dream board is reflection, self-awareness, and a willingness to change communication.

In a mastermind-style setting the 90-day Dream Board intensive gives you critical and **necessary time** to assess your current board's effectiveness.

You'll take time to identify communication gaps to and from your board members. Discussions will shed light on what might be limiting your current board effectiveness.

In 90 days you'll identify actions to align your board engagement with the exponential impact of your mission while creating your own **customized plan**.

KEY OUTCOMES WITHIN 90 DAYS:

- Assess & define current and dream board qualities.
- Clarify the governance practices that best support your mission.
- Identify key metrics and data tracking practices to ensure board engagement.
- Clarify expectations of board and staff roles.

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90-DAY **HIGH-IMPACT STAFF** INTENSIVE

July to September 2020

The key to creating a powerful team is to build one that works effectively even when the boss is not available.

Finding the group of people with the right mix of professional skills — *that you can afford* — may feel more like a jigsaw puzzle with a piece missing or a game of Jenga that topples when one piece is removed.

In a mastermind-style setting the 90-day High-Impact Staff intensive will help you **understand how your leadership style influences how you assemble and manage teams.**

Critical conversations will help even the most seasoned leader hone the strategies and skills necessary to build and lead a diverse team; a team that is energized, productive, and delivering measurable new results.

In 90 days you will create a ***customized plan*** to address at least one current staff challenge.

KEY OUTCOMES WITHIN 90 DAYS:

- Understand how leadership style impacts being an effective leader.
- Learn tools to build an effective team infrastructure.
- Discuss and identify tools to provide individual feedback to increase accountability and self-management.
- Clarify the value and use of project timelines and productivity platforms.