Below is the schedule of live webinars for the Your Best Year-End Fundraising EVER series. Note that all webinars will be recorded and available for next day viewing. In addition, the recordings are yours to keep.

Your Best EVER Year-End Campaign | The System
Pamela Grow, Founder
Basics & More Fundraising
Tuesday, August 29, 2017 at 1 pm EST

How will you be setting the foundation for a year-end campaign that breaks all previous records? In this introductory live webinar with Pamela, you'll discover:

• Why beginning with the end in mind is critical for your year-end success
• How to "warm up" your donors
• What metrics you need to review from last year,
• How to create your year end fundraising plan from start to finish, from print to email to online to social media to those face-to-face asks.
• How to make your #Giving Tuesday all about the donor — and ways to keep #GT donors giving!

You'll receive our step-by-step template and board member worksheets guaranteed to get everyone in your organization on the same page — and result in your most successful year-end campaign ever. We guarantee it.

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Create Your Best Year-End Story & Theme for Your Campaign
[Julia Campbell](), **Author and CharityHowTo Trainer**
Storytelling in the Digital Age: A Guide for Nonprofits
Tuesday, September 5, 2017 at 1:00 pm EST

Do you know which stories resonate the most with your donors? In this session with Julia Campbell you'll discover how to find the best story to develop into a theme for your year-end campaign. One to integrate with your letter, your online campaign, Facebook, Instagram and more. Brought to you by the author of Storytelling in the Digital Age: A Guide for Nonprofits.

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Write a Year End Fundraising Appeal That Speaks to Your Donors' Hearts
[Mary Cahalane]()
Wednesday, September 6, 2017 at 1:00 pm EST

Are you looking to write an appeal letter that doubles your results from your last appeal? Is it magic? Nonprofit copywriter and small shop specialist, Mary Cahalane, will give you the pointers you need to write to inspire your donors to give gladly, give generously and give often. Join us to discover:

• What you need to know about your donors to write to their needs
• Specific strategies to make a good first impression
• Identifying content – what your donors needs to hear from you

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Creating a Donor-Focused Online Donation Page
[Beate Sørum]()
Tuesday, September 12, 2017 at 1:00 pm EST

Are you losing online donors because your donation page is actively turning donors OFF? Join us when brilliant international digital fundraiser, Beate Sørum shares exactly what a donor looks for in your website — and how to give them what they need.

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Develop a Gift Range Chart and Customized Gift Strings to Maximize Year-End Fundraising

[Robin L. Cabral](#)**, MA, CFRE**
Development Consulting Solutions
Wednesday, September 13, 2017 at 1:00 pm EST

In this session, you'll maximize your year-end giving by:
· Developing a gift range chart for your specific fundraising goal
· Creating custom gift strings for a variety of identified donor segments i.e. major donors, lapsed donors, etc.
· Learn how to use the gift range change to monitor and report on your efforts.

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Using The Phone To Boost Your End of Year Results
[Simon Scriver](#)
Wednesday, September 20, 2017 at 1:00 pm EST

How can you use the telephone with your year-end fundraising plans? You'll be surprised at how this classic tool can bump up your results and bring in donors that otherwise wouldn't have given. Nothing is quite as personal, flexible or cheap…and everyone can and should be using it!
In this webinar you'll learn:
– The structure of stewardship and solicitation calls – sample scripts that you can steal.
– The inevitable no's and the best way to deal with them.
– Thank you calls that raise more money without even asking.
– Tips and cheeky tricks to get supporters saying YES!

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Your Best Year-End Campaign Email Series
[**John Haydon**](#)
Thursday, September 21, 2017 at 1:00 pm EDT

In 2016, the number of donors that said that an e-appeal motivated a gift jumped 40% from 2015. Join us as master digital strategist John Haydon walks you through

- Why one email is never enough
- How to create your campaign email series
- How to write irresistible subject lines your recipients can't help but open
- Tips to make sharing your emails almost compulsory
- And more!

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Ask the Expert: Year-End Copywriting Cure
Jeff Brooks, Sheena Greer, Mary Cahalane
Tuesday, September 26, 2017 at 1:00 pm EDT

Feedback? Yes, please! If you'd like an opportunity to get feedback on your email, direct mail, or campaign design — before it goes out — plan to join Jeff Brooks, Sheena Greer, and Mary Cahalane, for our Ask the Expert: Year-End Copywriting Cure session. You'll get all your questions answered, along with direct feedback and suggestions for strengthening your fundraising appeal.

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Engaging Monthly Donors in Year-End Giving
Erica Waasdorp, **Author, Trainer**
Monthly Giving. The Sleeping Giant
President of A Direct Solution
Thursday, September 28, 2017 at 1:00 pm EST

Do you include your monthly donors in your year-end campaigns? If so, what's the best way to do so? Or should you not approach them at all? To ask or not to ask. That's the question!

Erica will show you some examples and results of how you can engage your monthly donors in your year-end giving approaches both online and offline so that they feel good and make additional gifts.

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Our Guarantee

Basics & More™ trainings have always been backed with a 100% satisfaction money-back guarantee. Here's how it works.

Participate in at least six of the live webinars of the series. Complete the coursework and reach out to us with any questions you may have.

We'll ask for your completed course work to make sure you actually implemented the tactics found in these sessions, and ask what didn't work for you so we can learn and improve.

If you do the Your Best Year-End Fundraising EVER: The System work and don't make at least 10 times the price of the course, submit your completed homework by January 12, 2018 and get a full and complete refund. Simple as that.