

Revenue Accelerator Program For Executive Directors

**24-Week Virtual Training Program January 23,
2024 – July 2, 2024**

Join a network of like-minded nonprofit leaders and get the essential tools and know how to increase revenue faster—and take your impact further.

Nonprofit leaders are under significant pressure to deliver more services with less money. It's stressful, isolating, and a sure recipe for burnout. So we designed a program to help leaders like you learn how to generate revenue faster and more sustainably, without straining valuable resources or shifting focus from your mission.

You'll get:

- Tried-and-trusted tools and process to successfully raise 5- and 6-figure gifts
- Techniques to raise the unrestricted funds you need to cover operational expenses and administrative costs
- Personalized coaching and practical insights to confidently navigate fundraising challenges and seize new opportunities
- Access to a national network of peers you can count on during and after the program
- A sustainable revenue plan that you have developed through the course of the program.
- Recognition as a fundraising expert with a Revenue Accelerator Certificate and 24 credits towards your CFRE designation and/or PD requirements

Who should apply:

The Revenue Accelerator Program is a comprehensive, results-driven training program for social purpose (NFP) leaders with 0-2 fundraising staff who are looking to **accelerate their revenue, build organizational capacity, improve their fundraising confidence and success**. If you're ready to build a robust revenue generation strategy and foster financial resilience, this program is for you.

- ✓ You're ready to invest in a transformative training experience
- ✓ You're able to commit 2-3 hours per week to design and activate your plan

- ✓ You're eager to build a network of like-minded nonprofit leaders
- ✓ You're clear on your organization's mission and vision

Revolutionize Revenue Generation

The Revenue Accelerator Program is delivered in three consecutive eight-week modules (24 weeks total), combining expert-led masterclasses, real-world case studies, peer support, and personalized coaching and feedback. Learn from seasoned fundraising professionals—and each other—as you gain a deeper understanding of various revenue streams, diversification strategies, and long-term financial planning.

Module 1: Clarifying Goals and Honing your Elevator Pitch

Weeks 1-8

- Establish your goals for the program
- Understand the critical elements for successful and sustainable fundraising
- Clarify your big picture, sustainable revenue needs
- Establish your three high-level fundraising priorities
- Clarify your elevator pitch and activate it

Module 2: Planning and Preparing for Big Asks

- Develop your Gift Accelerator plan
- Identify your top 25 leads list
- Increase confidence in making big asks

Module 3: Completing your Sustainable Revenue Plan

- Develop your donor recognition and stewardship plan
- Complete your KPIs to keep you on track and maximize results
- Get tools to engage your board and volunteers in maximizing revenue and relationships

COST: \$1,500 + GST / month for six months, \$9,000 total*

To learn more, please contact Kathy Arney at kathy@keacanada.com

*Contact us for assistance with funding.