



If your organization struggles with fundraising, you are not alone. Nationally, an estimated 50% of all nonprofits have less than one month's operating reserves and between 7-8% are technically insolvent. Of the 1.5 million nonprofits in the U.S., 67% have budgets under \$1 million.

Many small nonprofits cannot afford trained development staff, or if they can, they have trouble keeping them due to the high demand for qualified fundraisers. Thus, the Executive Director (ED) is the primary manager of most donor relationships. Yet, many EDs are nearing retirement and there has not been enough thought given to succession planning and who will assume these relationships.

Current training options tend to be expensive, transactional (a single class or course), and focused on a single individual. Should that person leave the organization, they take the knowledge with them and put the nonprofit's revenue at risk. Trainings can also be too theoretical, making it difficult for participants to apply the lessons to their daily operations. So, what can be done? Introducing the Chicago Fundraising Accelerator.

Chicago Fundraising Accelerator Boot Camp

A pragmatic, affordable approach designed to help small nonprofits develop internal capacity for fundraising, with the goal to build long-term financial sustainability. We do this by making fundraising training more accessible to a larger number of people within your organization, thereby integrating it into your operations and culture. Doing so increases fundraising opportunities and ensures ongoing revenue streams even if turnover should occur.

How we do this:

- **Teambuilding Trainings:** We train up to four people from each organization for the same price as one person (can include Board members or staff not directly assigned to development) to create a stronger culture of philanthropy and yield better results. A strong development program is not a one-person job – even if only one person is assigned to it.
- **Customized Sessions:** Only 5-10 nonprofits participate in each boot camp, so cohort training sessions are highly customized and tailored to the group's needs.
- **You Learn from Your Peers:** We don't recreate the wheel. Nonprofits learn what has been tried and tested at other nonprofits. We share ideas and then adapt these tactics and strategies into your operations.
- **We Use Your Data:** Donor data is collected from each nonprofit prior to the session so lessons and exercises use your data and donors.
- **You Create a Development Plan:** Tactical discussions about best practices and greatest opportunities for revenue, based upon your data. We don't try to do everything. You leave the session with a development plan created around your top three opportunities.
- **Integration:** The best plan in the world isn't any good if it isn't used. We discuss how to integrate development activities into your operations so that it is sustainable, even if you do not have dedicated development staff.

Who Should Attend:

Executive Director or CEO – Senior leadership must drive the fundraising conversation

Development Manager or Staff – Any staff member currently working on fundraising. This could also include a program officer or someone involved with programs.

High Performers – This is a perfect way to engage your high performers through professional development that will be incredibly meaningful if they ever want to run a nonprofit in the future.

Board Members or Volunteers: This is also a great way deepen relationships with Board members and volunteers, as well as introduce them to the role they can play in raising funds for your organization and the impact they will have.

Boot Camp Outcomes & Benefits:

- Overview of all revenue opportunities and what you need to target
- Designated time to analyze past performance and identify potential problem areas or potential opportunities
- Understanding how to measure success beyond simply total dollars raised
- Team-building within your organization and promoting culture of philanthropy
- Peer learning with other organizations
- Top 3 revenue opportunities identified based upon your donors
- Development plan and tactics you can implement tomorrow
- Real world integration of tactics and strategies within your existing staffing structure

About Us:

Carolyn Nopar has over 25 years of nonprofit and corporate experience. She served as **Chief Development Officer** for the **YWCA Metro Chicago** and **Family Focus**, where she was responsible for raising in excess of \$10 million yearly, managing a small team. She has extensive experience in corporate & foundation relations, annual fund, special events, donor communications, and major gifts. Her specialty is working with smaller nonprofits to build sustainable development programs.

Ms. Nopar also served as **Executive Director for the Enterprising Kitchen**, where she was successful with incorporating new earned revenue opportunities into that role. She understands the extensive demands on an ED's time and is interested in helping smaller nonprofits (under \$2 million) better understand the many ways revenue can be raised, identify the best strategies and tactics for their particular organization, and how to operationalize development activities within their already busy schedules.

Before entering the nonprofit field fifteen years ago, Ms. Nopar worked in commercial sales and marketing for several corporations after earning her MBA from Northwestern's J.L. Kellogg Graduate School of Management. To learn more, please go to [Nopar Consulting](#).

As a consultant, Ms. Nopar has worked with a number of local organizations, making a strong impact for their organization:

“Carolyn is an incredible seasoned fundraising professional. Carolyn was able to come into Chicago Cares on an Interim basis and assist us with setting up systems and processes for individual and major gifts as well as mentoring the rest of the development team.”

-Jenne Myers, CEO, Chicago Cares

“In the past four years of her tenure, Carolyn has exceeded Family Focus board members and my expectations. She has brought the development functions to a new level from creating a new Web site to developing partnerships with Taproot and other funders. She is also an excellent coach and staff manager and has created a hard-working committed development team.”

-Merri Ex, President and CEO, Family Focus

“Carolyn is the kind of person any organization would want. Her management and leadership skills are exceptional, she is outstanding in business administration, and to top it all off, she's an enjoyable, warm person with an indefatigable positive attitude. Her intelligence, drive and charm make her truly one in a million.”

-Wendy Raymer, Director, U.S. Community Affairs, BMO Harris Bank

“She's been an incredibly versatile consultant and has managed both interim senior roles overseeing a variety of strategic initiatives for us as well as served as an executive advisor for the organization related to development. Carolyn fit in instantly with our staff and board and became a trusted expert and advisor that I personally rely on and trust.”

-Marie Lynch, President & CEO, Skills for Chicagoland's Future

Carolyn is the consummate professional and took on the challenging task of writing a development plan for a relatively new community foundation without trepidation. She was able to gather, synthesize and organize the information provided to her quickly and asked important and relevant questions reflecting a strong grasp on the task. In a very short timeframe, Carolyn put together a detailed, realistic and outstanding plan and in presenting to the board was articulate, confident and able to achieve consensus and understanding from the board members.

-Sylvia Zaldivar-Sykes, Executive Director, The Lake County Community Foundation

During her tenure as Executive Director, Carolyn brought much needed energy, vision and initiative to The Enterprising Kitchen (TEK). Her dedication to furthering the mission of TEK and providing top-notch, relevant skills training to its participants was exemplary. While respecting the strengths our board of directors brought to the organization, she also challenged us to be more action-oriented and thoughtful about how we could assist TEK, from both a strategic and fundraising perspective.

-Aimee Daley, Board Member, The Enterprising Kitchen

Carolyn's insights and counsel have proven to be invaluable. She was very targeted, responding effectively to my questions and anticipating my needs on a just-in-time basis. She has a wealth of experience and is an excellent communicator.

-Laurie Kaplan, Director of Development, Curt's Cafe

Next Steps:

- 1) If interested in attending the two-day Boot Camp that will take place on two consecutive Fridays (1/18/19 & 1/25/19), complete the registration form to hold your place as space is limited.
- 2) The Boot Camp will be held at Cara Chicago in the West Loop, easy walking distance from both Ogilvy and Union Stations. Hours run from 9am – 5pm on both 1/18/19 & 1/25/19 at:

Cara Chicago
237 South Desplaines Street
Chicago, IL 60661
- 3) At the time of registration or within two weeks, at least 50% of the Boot Camp fee is due. The balance is due no later than 1/4/19. If you need a different payment option, please let us know.
- 4) Three weeks prior to the Chicago Fundraising Accelerator Boot Camp, an email will be sent with a list of pre-work to complete. This will not be extensive, yet it is vital getting the most out of your experience. Using your own data and donors makes all lessons and exercises more valuable to you – and saves you time.
- 5) To learn more about future dates or to inquire about private coaching, contact Carolyn Nopar at carolyn@noparconsulting.com or call 847-624-7937.

Chicago Fundraising Accelerator

Bootcamp Registration Form

Please print all responses

Session Dates: 9/21/18 & 9/28/18

Date: _____

**Name of Nonprofit
Organization** _____

Address: _____ **City:** _____ **ZIP:** _____

Phone Number: _____ **Website:** _____

Name of Main Contact: _____

Title of Main Contact: _____ **Phone Number:** _____

**Email of Main
Contact:** _____

Main fundraising issue or concern you are looking to address:

Names & Titles of Boot Camp attendees (up to four people can attend from the same organization):

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Fees:

As this is the inaugural program, **the registration fee has been reduced by \$100 for a limited time only.** To confirm your organization's space in the September Chicago Fundraising Accelerator Boot Camp, **register by 8/31/18.** A check for 50% of the fee (\$245) is due upon registration with the remaining payment due by **Friday, September 14, 2018.** Total investment is \$490 for both days, and for up to four people per day.

Check can be made payable to: Nopar Consulting LLC
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