

Is your nonprofit always struggling?

**Are you spending most of your time looking for
funding?**

Are you event driven?

Or

*Do you spend your time working on
the actual need?*



Why install a Program?

Lets you focus on the Ideal Customer.

Gets prospects to systematically call you.

Ease of an Orchestrated System.

Makes your staff more effective, efficient.

Allows for greater creativity.

Creates long term funding options.





Is a nonprofit like a fish in a bowl?

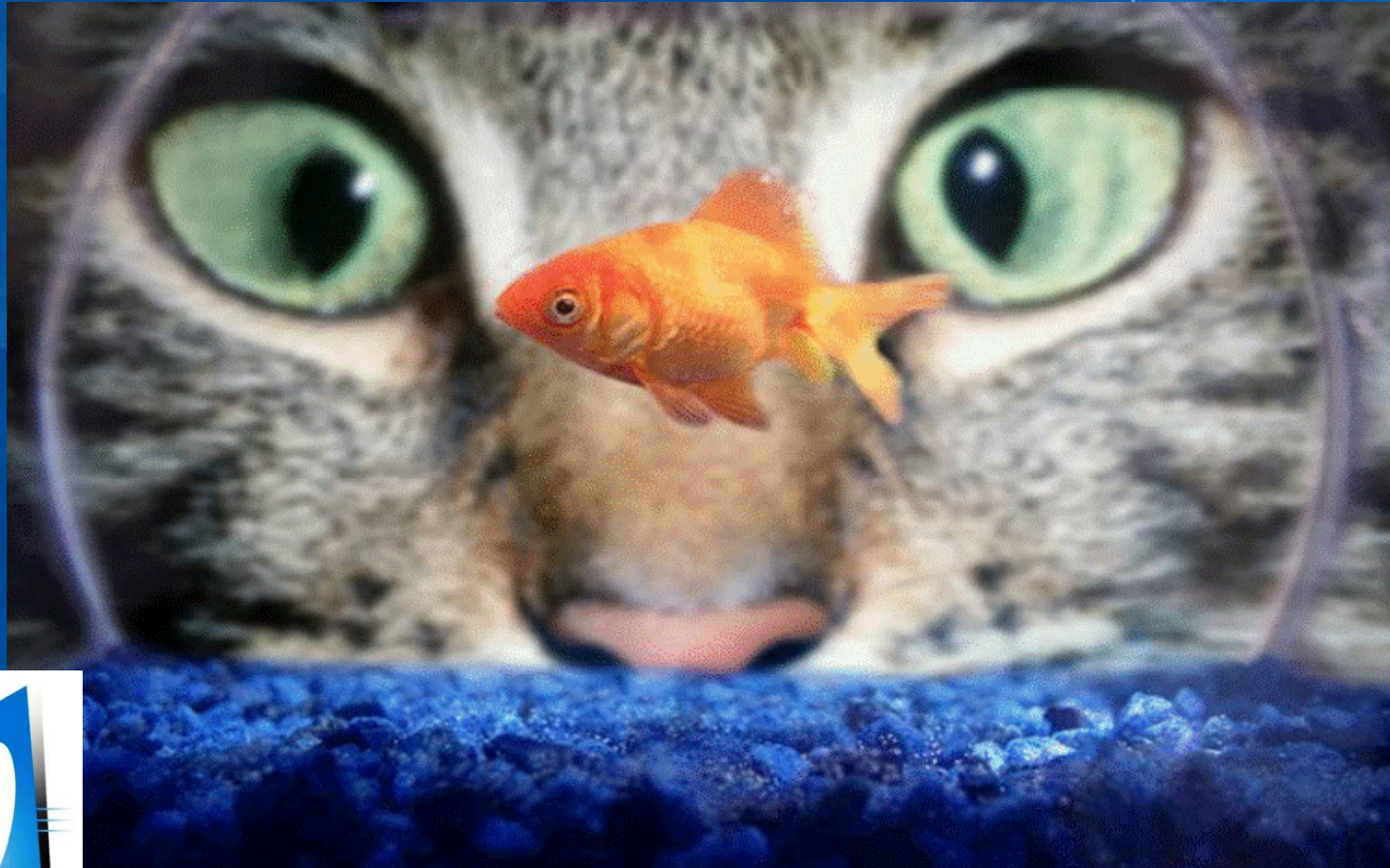
(Goldfish grow to the size of bowl they live in.)

If you want *to grow*, it's not enough to just do more of what you are currently doing. You must:

- grow your definition of what's possible.
- be willing to ask much more than you do currently.
- raise your sights on what makes an ideal donor for your firm.
- develop strategic partnerships with much larger organizations.
- re-evaluate how you go to work each day and what you make a priority.
- find donors, stakeholders that can help you get where you are going.
- make receiving a referral from every donor the goal of fundraising.
- enjoy swimming in open water, trusting the other side will appear!



But the question you must ask yourself is..
Do you need help?



Or do you want to go at it ALONE?

You must adapt these Core Principles

Strategy before Tactics

Narrow market focus

Express the Difference You Make

Marketing materials should Educate

Prospecting is an Invitation

Use technology and the Internet

Live by a Marketing Calendar

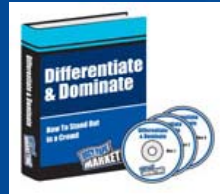


Let go of the *Idea of the Week*

and put a system to work for your organization. Our products are designed to give an organization a simple, effective and affordable approach to long term funding and performance system.

What makes you different?

- Discover Your Ideal Target Market
- Creating a Unique Core Message
- Image - It's All About The Package



These 4 modules =
The Connect with Permission System



Educational Marketing Materials

- Marketing Kit That Speaks To Each Prospect
- Tell Them A Story and Win Them Forever
- Case Studies & Testimonials



Developing Permission and Follow-up

- Advertising
- Referral Marketing
- Public Relations

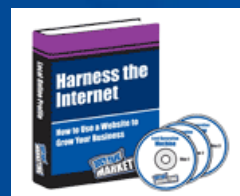


If you want to go at it alone..



Using the Internet

- Content based Web Site
- Building traffic with Simple SEO
- Extending the conversation Blogs, Podcasts, RSS





Or do you need a Coach-Consultant?

Retain *Business901* to work with you in your business to create, install and implement your fund raising and performance system. We will create a powerful performance and marketing plan, including an action plan, schedule and budget for implementing your plan.

Business901 works in a "hybrid" mode, as a coach-consultant. The Business401 Nonprofit Program is set up to allow us to offer you the best of both professions: advice and creative expertise when you need it, accountability and strategy when you're stuck, and proven tactics to help you systematically build your organization.

Download your 14-page Guide

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