

Resource + Capacity

Building Training Series

JULY – DECEMBER 2024



Welcome to MaxEx's comprehensive 6-month experience designed to empower your organization with the knowledge and skills needed to thrive, along with opportunities for building connections with other regional nonprofit leaders. Our Institute Resource and Capacity Building Training Series offers a unique blend of in-person workshops and online sessions, ensuring flexibility and accessibility for all participants.

About the Training Series

→ Modules

Dive into six experience backed modules, each containing insights and practical tools that can be implemented immediately as you work to strengthen your organization. Plus, enjoy two exclusive "Ask Me Anything" bonus sessions with our Founder and CEO, Cindy Peterson, for personalized feedback on your specific questions and/or challenges.

→ Expert Consultants

Benefit from the expertise of four consultants, with a combined 70 years of experience working directly in and with nonprofit organizations. With two consultants leading each session, you will gain twice the wisdom and perspective.

→ Investment: \$2400

This one-time investment will allow access for all team members within your organization who would benefit from module topics. This allows you to choose who should participate in each unique educational experience, maximizing time and resources.

What You Will Gain

By the end of this training series, participants will emerge with:

- **Elevated Organizational and Fundraising Capacity:** Having developed a deeper understanding of resource development, communication, impact sharing, and ways to enhance your organization's effectiveness.
- **Increased Donor Engagement:** Boost confidence in soliciting new donors and nurturing relationships with existing supporters and learn strategies for engaging volunteers to build a culture of philanthropy within your organization.
- **Strategies and Tools for Efficiency:** Learn strategies and gain access to tools that will help you streamline planning and activities across your organization, maximizing impact.
- **Community:** Join a vibrant community of peers, learn through shared experiences, and build relationships that will likely extend beyond the 6-month series.
- **CFRE Credits:** Earn up to 7 hours of CFRE (Certified Fundraising Executive) credits upon completion of the series.

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Training Sessions

- ➔ **Messaging to Evoke Action**
Wednesday, July 17 | 9-10:15am | Virtual Training
Create a common language to explain, educate, and involve others in your mission.
- ➔ **Making a Compelling Ask**
In-Person Training and Networking
Tuesday, August 13 (Sioux Falls) OR Wednesday, August 14 (Sioux City) | 8:30-10am
How to capture donor motivators and effectively connect an ask strategy to a donor.
- ➔ **Engaging Board Members in Fundraising**
Wednesday, September 18 | 9-10:15am | Virtual Training
Discover tactics for involving and empowering your board in fundraising efforts.
- ➔ **Informed Practice**
Wednesday, October 16 | 9-10:15am | Virtual Training
How to collect, compile, and understand data to improve programming, influence funders, and provide more accountability to the donor on impact, outcomes, and transparency.
- ➔ **Broadening the Base**
In-Person Training and Networking
Tuesday, November 12 (Sioux Falls) OR Wednesday, November 13 (Sioux City) | 8:30-10am
Explore methods to expand your donor base and diversify funding sources.
- ➔ **Stewardship. Stewardship. Stewardship.**
Wednesday, December 11 | 9-10:15am | Virtual Training
Turn your nonprofit into a philanthropic culture builder and leader through stewardship.

How to Join Us for the 2024 Resource and Capacity Building Training Series

For inquiries or registration, please contact debbie@maximizingexcellence.org or (605) 271-9970.