Fundraising In All Directions™

By The Red Bottom Boat 2.0

We teach 3-Person Animation Teams how to create and sustain connections with donors, funders, patrons, door openers, and beneficiaries.

Gary Solomonson, M.Div.
Coach - Storyteller - Author
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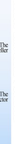
After 30 years of creating and coaching sales and fundraising teams for various private & non-profit companies, developing volunteer programs, and coaching fundraising teams for examples, I'm now virtually launching The Red Bottom Boat 2.0 – Fundraising In All Directions™ and Waypoints for Fundraising™ as the Directions of Fundraising Teams.

My first experiences in volunteering and fundraising began in the early 1980s. My passion were volunteers for the Salvation Army and increased me to a wide range of duties, from Bell Ringer to Unit Leader to Board. Working with volunteers in nonprofits has been an inspiring and fulfilling experience. As a coach, it is my opportunity to share my wide variety of coach individual and innovate collections.

The core principles of Fundraising In All Directions™ are based on my many years of experience in developing and implementing classes through continuous innovation. The magic of this platform is creating and coaching 3-person teams on how to capture the attention of Donors, Funders, Patrons, Door Openers, and Beneficiaries, bringing out shared values in life by sharing our collective resources.

Gary Solomonson
September 2022



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It's About 3 People with "Heart & Soul" Working Together With a Specific Focus

The Animation Team

The Pic Chart

The Navigator

The Storyteller

The Prospector

The Navigator - The Storyteller - The Prospector
One or more 3-person animation teams, bringing written plans to life. The Navigator coordinates the plans, the Storyteller creates the gathering schemes that can find and book, dates, and responsible persons. A background in sales and/or marketing is helpful. The Storyteller coordinates the communications and meetings. Where does funder, patron, door opener, or beneficiary opportunities and challenges surface, the Navigator can address approaches and/or solutions with the leadership or with us in a coaching session.

The Pic Chart is a complex-case statement or special purposes, the Storyteller supports the team by exploring, collecting, and organizing the information and documentation. The Pic Chart is found at the of a campaign for building relationships with donors, funders, and related door openers. Experience with Microsoft Word, Excel, and PowerPoint is helpful. Attending team meetings helps develop the organizational and written history as well as contributing to understanding new board members, staff, and volunteers.

The Prospector's purpose is to help the team identify potential new donors, funders, patrons, door openers, and beneficiaries who would benefit from the organization's services and networks. This person should have familiarity and knowledge of the organization's mission and services. Attending Pic Chart calls and coach Prospectors in identifying kindred spirit networks who can lead the team members to donors and funders through warm welcomes rather than cold calls.

In All Fundraising, Board Members and Beneficiaries Who Help Open Doors for the 3-Person Animation Teams are Essential – It Helps Them Imagine Their Potential and Ways to Help.

Door Openers, One-To-One, One-At-A-Time

Each board member and each beneficiary of a nonprofit's mission and work can bring significant value to fundraising by introducing the individuals in their personal sphere, their community networks and their life's journey. Each board member and each beneficiary of a nonprofit's mission of a nonprofit's mission can be particularly helpful in reaching out to their networks to open doors by sharing their stories and encouraging others to consider the nonprofit's cause. Click on Waypoints for Fundraising to see how we will sustain a long term of purpose supporting their nonprofit's mission. Click on Waypoints for Fundraising to see how board members by simply asking them contacts to welcome information about a fundraising initiative.

The Heart and Soul of The Red Bottom Boat's Compass

Words can meaning "Together," and person meaning "pace or rope". Together, the word compass means to stay together or to journey together. The Red Bottom Boat's Compass Rose is the heart and soul of our nonprofit's mission to help donors, funders, patrons, door openers, donors, and families. *The words that carry the campaign are words that tell the truest, interests and needs of the beneficiaries that exemplify service.*

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Fundraising Coaching Workshops and Guided Self-study Microlearning Sessions

1. **Board and Staff Orientations for 3-Person Animation Teams:**
a. Your calls and responsibilities
b. Pre-chart development
c. Meeting attendance and notes
d. Team meetings, growth, and succession planning
2. **Navigator's Checklists Orientation**
3. **Storyteller's Checklists Orientation**
4. **Prospector's Checklists Orientation**
5. **Pic Chart Development Workshop**
a. Individual interviewing
b. Public presentations
6. **Fundraising In All Directions, One-At-A-Time**
a. The art and science of working with beneficiaries
b. Board and staff members working with their networks and teams
7. **L.E.A.D.S.**
a. Leadership and Funder Customer Service Recovery
b. Creating a Team Culture
8. **Geography & Networks**
a. Who, What, Where, When, and tertiary geography
b. Who, What, Where, When, Why, and Not?
9. **Imagining and Creating Your Secret Sauce**
a. Setting the stage for success in the right ways
b. Consistent Navigator meetings
10. **Pic Chart Development Workshop**
a. New and existing donors
b. New and existing funders
11. **Relationship Building and Positioning**
a. Overlapping campaigns and timing
b. Collaborative campaigns and grant funding
12. **Revitalizing and Refreshing Campaigns**
a. Contextual innovation
b. Campaign pivots

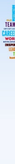
**All workshops are 90 minutes unless customized for the client. Call or write for details. We do NOT offer legal advice regarding any aspect of fundraising, the letter agreements, or for donating. We do not endorse social media outlets or websites that we may mention. We do not guarantee the success with or pass on accountancy with controversial community fundraising campaigns.*

The Red Bottom Boat's 3-Person Animation Team Fundraising Scholars

Certificate of Recognition for Interactive and Guided Self-study

Dedicated 3-Person Animation Team members take pride in volunteer contributions and dedication to be regarded with interactive self-study as they develop their knowledge and skills. Upon completion of the interactive self-study and virtual coaching initiatives supporting a campaign, they will receive a certificate of recognition.

The Red Bottom Boat 2.0
Founder and Coach - Gary M. Solomonson, M.Div.
Advisory Board - Nancy Goldman, Chair
Graphic Design - Jeff Solomonson
Photography - Amy Pearson
IT Services - Andrew Bond
Website Design & Hosting - N.O.R.A.D. Services
Graphic Design – Daniel Marchetti



Gary's Storytelling Coaching Style Inspires Creativity and Confidence for Each Team Member

Duke Helfer, Ford & Harrison LLP, Knox County Colleagues

Susanne Stevens, Wealth Management Advisor, Stifel, Thrivent Partners

Parker Gomes, Director of Development, Lead Teaching Artist, and Performance Artist, Bloom

Sherry D. Woods, Ph.D., Director of Development, Fundraiser, AIDS Arts Foundation, Inc.

Sally Fenn Roberts, Chair and President, Indianapolis Children's Choir Collaborative, Boys Hope Girls Hope Wisconsin

Aaron Alves, Sales & Marketing Consultant, Project Manager, Poetry Chapel, Phoenix

Gary's approach to fundraising is creative, unique and effective. He has been a great coach for our team over the last 20 years I have been at the helm of identifying relevant donor development strategies. Gary is the first to hold with his coaching style and ability to work with a team to develop a successful campaign.

"Gary is a joy to consult with and his enthusiasm for developing a distinctive, tailored approach to fundraising is highly enough and look forward to collaborating with him again."

"Having spent 40 years in fundraising work myself, I know how difficult it can be to find a coach who can provide you with comprehensive command of sales and marketing aspects of fundraising than Gary Solomonson."

Gary's development of the organization team concept with the three-defined roles appeals because it provides each team member with a clear sense of their role and duties. The framework derived as much of Gary's training, performing charm while keeping things flexible to use the individual strengths and fill gaps between members.

"Gary has been one of the most insightful influences in my career. His passion for helping others, his creativity, his outreach heart and passion for developing programs, communities, and teams sparks drive and creativity in everyone around him. His approach to sales and marketing will be perfect for fundraising!"

A Few Notes from Gary About Coaching Format – Client Selection – Scheduling – Fees

Coaching Format: Because this is 2.0 of The Red Bottom Boat, Gary's coaching style is interactive and casually. He mixes Gary's 20 years of flying with airplanes, trains, automobiles, hotels, and restaurants.? have now closed the memories of these journeys and blessings in my life's archives.

Client Selection: Regarding clients, I'm most interested in working with clients whose missions and/or fundraising efforts are complementary to my experiences and skills: first-and/or representative, organizations supporting intergenerational programs, community senior centers, organizations helping with homeless issues, organizations providing to related to food shelters, gathering clothes and household goods for new starts and caregiver programs supporting at home dementia care.

Scheduling: My weekly calendar is generally populated with Monday through Friday calls, but I am always very glad to consider evening sessions things is only mornings and weekends for a weekly cause. All this contributes to a reasonable life balance.