Fundraising In All Directions™

By The Red Bottom Boat 2.0

Waypoints for Fundraising
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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 50 years of creating and coaching sales and marketing teams for senior living communities, developing volunteer programs, and coaching fundraising teams for nonprofits, I'm now virtually launching ***The Red Bottom Boat 2.0 ~ Fundraising In All Directions™*** *and introducing the creativity and innovation of* ***3-Person Fundraising Teams.***

My first experiences in volunteering and fundraising began in the early 1960s. My parents were volunteers for the Salvation Army and mentored me in a wide range of activities with schools, churches, and care homes. Working with volunteers in nonprofits has been an inspiring and fulfilling experience. As a coach, it is my opportunity to draw out the creativity of each individual and innovate collectively.

The core principles of ***Fundraising In All Directions™*** *are based on my belief that everyone is creative, and that sustainability comes 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 our shared values to life by sharing our collective resources.*

Gary Solomonson
September 2022

The Red Bottom Boat 2.0
Adjust and Optimize Your Sails to Increase Your Ability to Catch the Marketplace Winds
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It's About 3 People with 'Heart & Soul'

Working Together With a Specific Focus

The Navigator - The Storyteller - The Prospector

The Animation Team

One or more 3-person animation teams, bringing written plans to life, can bring exceptional energy, focus, and camaraderie to making the fundraising journey fun, enlightening, satisfying and successful. A team with 'heart and soul' who represents the ethos of the nonprofit and is focused on a specific area of the fundraising can add a dynamic and efficacious dimension.

The Pie Chart

Our process begins by creating a pie chart with each slice representing a potential source for fundraising, such as individuals, businesses, funders, social media, etc. We can then help the nonprofit create an animation team for each slice of the pie. We offer two quick-start orientation workshops, provide training checklists for staff, and offer weekly coaching tips, Waypoints, for the staff and teams.

The Navigator

Once the pie chart is created, a Navigator is recruited for leading each team. This person is the keeper of the written plan, and schedules and coordinates regular team meetings. The Navigator should be familiar with Microsoft Excel or a similar planning software that can list and track tasks, dates, and responsible persons. A background in sales and/or marketing is a benefit. Virtual communications are encouraged for most meetings. When donor, funder, patron, door openers, 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 Storyteller

Based on the campaign's case statement or special purpose, the Storyteller supports the team by exploring, collecting, and contributing to the development of stories that will reflect the 'heart & soul' of a campaign for building relationships with donors, funders, and related door openers. Experience with social media is a plus. Collectively, the nonprofit's Storytellers help develop the organization's oral and written history as well as contributing to onboarding new board members, staff, and key volunteers.

The Prospector

The Prospector's purpose is to help the team identify potential donors and funders as well as door openers in the primary, secondary and tertiary markets in terms of geography and networks. This person should have familiarity and knowledge based on several years of membership with the nonprofit. We can help and coach Prospectors in identifying kindred spirit networks who can lead the team members to donors and funders through 'warm welcomes' rather than 'cold calling.'

In All Fundraising, Board Members and Beneficiaries Who Help Open Doors for the 3-Person Animation Teams are Essential. – We Help 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 resources to fundraising through the individuals in their personal sphere, their community networks and their life's work. Beneficiaries who have experienced the benefits and/or generosity 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 story and mission. Reaching out nurtures their self-esteem as they act with and fulfill a sense of purpose supporting their shared values with the nonprofit's. They can support animation team members by simply asking their contacts to welcome information about a fundraising initiative.

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

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The word compass comes from the Latin words ***com*** *meaning "together," and* ***passus*** *meaning "pace or step". Together, the word compass means to* ***step together*** *or to* ***journey together****. The Red Bottom Boat's compass turns on the ❤ of a nonprofits mission pointing us to door openers, donors, and funders, The winds that carry the campaign are the* ***soul*** *of the wants, interests and needs of the beneficiaries that nonprofits serve.*

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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 sails and marketplace winds
   b. Pie chart development
   c. Recruiting team members
   d. Team meetings, growth, and succession planning
2. **Navigator's Checklists Orientation**
3. **Storyteller's Checklists Orientation**
4. **Prospector's Checklists Orientation**
5. **The Art and Science of Soft Marketing**
   a. Individual networking
   b. Public presentations
6. **Door Openers, One-To-One, 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.R.N.**
   a. Donor and Funder Customer Service Recovery
   b. Creating a 'Thank You' Culture
8. **Geography & Networks**
   a. Primary, secondary, and tertiary geography
   b. Who, What, Where, When, Why, and hoW
9. **Imagining and Creating Your Secret Sauce**
   a. Setting the stage for connecting
   b. Consistent Navigator meetings
10. **Donor and Funder Development**
    a. New and existing donors
    b. New and existing funders
11. **Competitive Research and Positioning**
    a. Overlapping campaigns and timing
    b. Collaborative campaigns and grant funding
12. **Revitalizing and Refreshing a Campaign**
    a. Contextual innovation
    b. Creative infusion

*All workshops are 50 minutes unless customized for the client. Call or write for details. We do NOT offer legal advice regarding any aspect of fundraising, the vehicles or processes for donating; We do not endorse social media outlets or work with political campaigns. We reserve the right to work with or pass on working with controversial community fundraising campaigns.

Certificate of Recognition

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 growth through guided and interactive self-study as they develop their knowledge and skills in fundraising. Upon completion of selected exercises or coaching initiatives supporting a campaign, they will receive a certificate of recognition.

The Red Bottom Boat Team

Founder and Coach – Gary M. Solomonson, M.Div.
Advisory Board – Nancy Goldman, Chair
Resource Research – Alex Solomonson
Photography – Amy Purpera
IT Services – Andrew Bond
Website Design & Hosting – N.O.R.A.D. Services
Graphic Design – Daniel Marchetti

thought
improvisation
fantasy
literature
example
author
personal
oral
myth
wisdom
narration
anectode
telling
history
story
legend
memory
tale
message
storytelling
experience
communication
gossip
information
writing
word
entertainment
sharing
poetry
fiction
education
events

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

~ Duke Welter,
Fund-Raising Chair,
Kinni Corridor Collaborative

Gary helped our volunteer fund-raising teams organize and identify their specific missions and gave great suggestions as they moved forward. When we faced a hurdle, he had been there before, and his experience and humor helped immensely. He is a treasure.

~ Suzann Brown,
Wealth Management Advisor,
Thrivent Financial

"Gary's approach to fundraising is creative, unique and built on a sustainable donor culture that is perpetual. In the 30 years I have been at the helm of identifying relevant donor development strategies, Gary is the first to lead with building intentional donor and funder relationships. An extraordinary approach that works!"

~ Parker Genne,
Program Manager,
Lead Teaching Artist,
and Performer, Kairos Alive!

"Gary is a joy to consult with and his enthusiasm for fundraising is infectious. I couldn't recommend him highly enough and look forward to collaborating with him again."

~ Harry R. Moody, Ph.D.,
Retired Vice President for
Academic Affairs,
AARP, Washington, D.C.

"Having spent 40 years in fundraising work myself, I know a jewel when I see one. I've never met anyone with a more comprehensive command of sales and marketing aspects of fundraising than Gary Solomonson."

~ Judie Foster Babcock
Chair and President,
Kinnickinnic Corridor
Collaborative, River Falls,
Wisconsin

Gary's development of the animation team concept with the three defined roles appeals because it provides each participant a role and focus to support the whole effort. The framework shortcuts much of the forming, norming, performing churn while keeping things flexible to use the individual strengths and fill gaps between members.

~ Aarene Alessi,
Sales & Marketing Director,
Wesley Chapel, Florida

"Gary has been one of the most insightful influences in my 20-year senior living career. His out-of-the box approach, servant heart and passion for developing programs, communities, and teams sparks drive and creativity in everyone he works with. His approaches to sales and marketing will be perfect for fundraising."

MANAGEMENT
INSPIRATION
BUSINESS
coach
power
GROWTH
SOLUTION
INSPIRATION
FINANCIAL
SKILLS
DEVELOPMENT
professional
EDUCATION
advice
MOTIVATION
WORK
TEAM
POWER
TEAM
OPPORTUNITY
CAREER
WORK
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COACHING
SOLUTION
WORK
SUCCESS
advice
INSPIRATION
LEADERSHIP
TEAM
leadership
KNOWLEDGE
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GROWTH
COACH

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

Coaching Format: Because this is 2.0 of The Red Bottom Boat consultancy, I'm now only working virtually. No more travel. ☺ After 3MM miles with airplanes, trains, automobiles, hotels, and restaurants, I have now stored 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 case statements support environmental preservation and/or regeneration, organizations supporting intergenerational programs, community senior centers, ecumenical outreach programs by faith groups supporting activities related to food shelves, gathering clothes and household goods for new starts and caregiver programs supporting 'at home' dementia care.

Scheduling: My weekly calendar is generally populated about six to eight weeks out. When possible, I'm always glad to occasionally squeeze things in early mornings and weekends for a worthy cause. All this contributes to a reasonable life balance.