

Fundraising Training & Workshop Topics



“Amazing...that was the best fundraising presentation I’ve ever heard!”

*Orrin Hudson, Be Somebody,
Atlanta, GA*

“Thriving in Tough Times”

How to Raise More, When it Matters Most

In this challenging time, we’ll look at getting back to the basics that work to increase funding, especially in this uncertain economy. We’ll discuss current realities, how to preserve your core mission, and provide historic giving trends that will surprise and encourage you. Additionally, we’ll show you where the funds are, and discuss how to increase your conversion ratio, prospective donor pool, and funding streams. Lastly, we’ll share some time-tested tools and tips to help you engage more people to fund your ministry. Come and learn how to apply these principles and much more, and you will increase your funding during these tough times!

“Asking Made Easy”

How to Make Fundraising Natural and Fun

This session is for the newbie as well as the veteran development person. We’ll unpack the 12 stages of donor cultivation and focus on the important steps of your presentation and “the Ask.” There is something for everyone in this session. You’ll receive powerful graphics to more effectively tell your story, phone call and Ask scripts ideal for personalization, email and letter templates and much more. Apply this information and watch your fundraising increase substantially!

“Never Run Out of People to Ask”

Building a Network of People to Fundraise Faster

Have you ever heard yourself say, “I don’t know who to ask?” Virtually every day, non-profit leaders are asking for help to determine who they can talk with to increase their funding. In this session you’ll learn how to fill your fundraising funnel with more qualified prospective donors. Additionally, we’ll provide practical tools to help you strike up a conversation with perfect strangers, equipping you to expand your relationship base faster. This information will help board members and volunteers engage in the community more comfortably and effectively to cultivate new prospective donor relationships. Come and see how we can help you to never run out of people to ask to support your ministry.

“Generational Differences in Fundraising”

Keys to Raising More by Understanding Them Better

It’s one thing to cultivate relationships with people of your generation, but how do you connect with others that are 10, 20 or 30 years younger or older than you are? In this session, we’ll unpack the generational differences and reveal the communication approaches that work effectively with each generation. Through our interactive session, we’ll help you to better understand others and walk away with steps you can take to be more effective with every generation of prospective donors.

**BREAKTHRU
FUNDRAISING**

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About Gregg J. Pawlowski

Gregg Pawlowski's passion is to assist faith-based non-profit leaders to fully fund their vision so they can accomplish their God given goals faster. His diverse background is a blend of 33 years of business and non-profit executive leadership experience, leading organizations to higher performance. Combining his passion and experience with being a Professional Certified Coach (PCC), he is uniquely qualified to help leaders and their organizations achieve accelerated fundraising results. He is the founder of BreakThru Fundraising and works with a broad variety of faith-based non-profits across the country, focusing primarily on fundraising and executive leadership development. He also serves as a Leadership Coach at the Terry College of Business MBA and Executive MBA program's at the University of Georgia. Additionally, he has directed the Center for Business Excellence, a Biblical training center, providing "best practices" business and Biblical success principles to start and grow businesses and non-profits for extraordinary impact.

Previously he was the Director of the Dove Children's Hospital Movie Channel a non-profit entertainment ministry. He led the fundraising and implementation of a new movie channel designed specifically to provide clean and uplifting entertainment for hospitalized children around the country. This dedicated "Family Friendly" movie channel provides wholesome feature length entertainment for hospitalized young people. He raised the annual budget that reached over 1,000,000 hospitalized children annually. This revolutionary program successfully competed with the Disney Channel.

Additionally, under his leadership as a sales and marketing executive and consultant, his organizations have delivered high impact results for Fortune 1000 clients in diverse markets, such as Health Care, Financial Services, OEM, Construction, Furniture, Consumer Hard Goods and Technology Business Solutions. Throughout his career, Gregg has directed regional and national sales teams to consistently exceed budget with revenue responsibilities of up to \$75.0 mil annually. He has played a key role in market identification, strategic marketing program design, branding, new business development, training and coaching.

Born in Buffalo, NY, Gregg lives to learn, having attended Rochester Institute of Technology's School of Business, Corporate Coach U, The Career Coach Academy, Leadership Coach Academy, Dream Giver Coach Training (by Dr. Bruce Wilkinson), The Dale Carnegie Course and countless seminars and workshops for personal and business development. He is currently working to achieve his Master Certified Coach (MCC) credential. He has also received his Certified Leadership and Talent Management Coach (CLTMC) certification and Certified Career Management Coach (CCMC) certification from ICF-approved coach training organizations. For pleasure he enjoys reading, remodeling, hiking, camping and spending time with his family. Gregg and his wife are happily married with 6 adult children and 6 grandchildren and reside in Sugar Hill, GA.

Testimonials

"Thank you! Thank you! Thank you! Your passion and dedication are exemplary. Thank you for setting the bar for me, Ministry Ventures and the ministries we serve. You rock!" **Kevin Maufer, Ministry Ventures, Roswell, GA**

"Gregg makes fundraising fun!" **Larry Green, Cloud Walk, Alpharetta, Georgia**

"Gregg has the ability to meet any ministry at its current fundraising level and to raise it to new heights. It is obvious that the Lord's hand is upon him and has gifted him in this area." **John Heerema, Big Life, Naples, Florida**

Partial List of Clients

Ministry Ventures, Roswell, GA
Big Life, Naples, FL
National Christian Foundation, Atlanta, GA
Atlanta LEAD Institute, Atlanta, GA
The Barnabas Way Foundation, Raleigh, NC
On Point, (Formerly WhyKnow), Chattanooga, TN
Priority Associates / Campus Crusade For Christ, Roswell, GA
World Wide Youth Camps, Grayson, GA