



The Boss's Guide to Transforming Your Fundraising with a Membership to The Fundraisingology Lab by Moceanic

Ever wish you could give your fundraiser more expert support?

Not just training on how to fundraise, but a forum where they could discuss plans and strategies ... a community where they could get feedback and advice from people who know fundraising and what's working now.

If so, I have good news for you. What we share in this document may lead to the best decision you make for your nonprofit's future. But first, a question for you:

Do any of these scenarios ring true?

- ★ You want to grow and nurture your fundraiser, but you're not sure what professional development is right for them ...
- ★ You're not certain how to evaluate your current fundraising plans in times of inflation, recession, and other unpredictable storms ...
- ★ You want your fundraiser to produce highly engaging donor communications that raises more money every single time ...
- ★ You want your fundraiser to have the knowledge and confidence to steward donors well, so they can hit all their fundraising targets ...
- ★ You wish you had time to train your fundraiser in the best practices of individual giving, and you'd love an affordable solution ...

If you found yourself nodding along thinking, "Yep, that sounds right," then we have something that can help you.

An individual membership to The Fundraisingology Lab by Moceanic will give your fundraiser the training and support they need to transform your organization's fundraising – during these uncertain times and for years to come!

We provide expert training in all aspects of individual giving AND we're also a community of fundraisers that talk to each other, **ask** for advice, **share** our learnings and **help** each other.

From feedback on appeal letters and how to manage donor complaints, to comparing notes on CRM systems, our community is unique in the world of fundraising.

Your fundraiser will not only get access to some of the best training on individual giving there is, but your fundraising team also grows to nearly 1,000 people!

That's 1,000 experts and practitioners in YOUR corner helping your fundraiser make decisions to create strategic, sustainable, and scalable fundraising. Something that, in these uncertain times, is more valuable than ever!

What Your Fundraiser Gets When Joining The Fundraisingology Lab:

TRAINING

This is what an individual membership to the Fundraisingology Lab will give your fundraiser:

- **Access to All Learning Content.** Your fundraiser will have the [complete curriculum](#) of online courses and workshops at their fingertips. It's practical training based on proven strategies to help your fundraising program thrive.
- **Ongoing Support from the Experts.** Get answers to your most pressing questions during regular live Q&A video calls. Avoid costly, time-wasting mistakes so you can raise more money faster.
- **Your Most Generous Community.** Our members-only Facebook group connects your fundraiser with like-minded peers and experts who band together for support and brainstorming.
- **Career Credentials.** Membership to the Fundraisingology Lab will help your fundraiser advance their skills and show proof when they earn their Fundraising Specialist Certificate. And loads of CE credits available for Certified Fund-Raising Executives.
- **Members-Only Resources.** Checklists, cheat sheets, guides, spreadsheets, workbooks, and weekly emails. Plus other time-saving resources and bonuses to zoom up your results.

COMMUNITY

Your fundraiser will also get immediate access to the Fundraisingology Community (via Facebook). This incredible community is unlike any other professional fundraising group.

The Fundraisingology Lab is a generous community that:

- Shares results so you know what is working in your country and around the world. Your fundraiser will get advice that is relevant, timely, and practical.
- Problem solves with you. When your fundraiser shares a problem, there's someone who has been through the same thing and can offer help.
- Is happy to review your fundraising materials and provide feedback. This takes the guesswork out of creating successful donor communications.

The Fundraisingology Lab is a true community of like-minded fundraisers who don't go it alone, but stand together, learn together, and care about each other.

Your Investment and Our Guarantee

Access to The Fundraisingology Lab is available on either a monthly or annual automatic recurring payment. The cost for an individual membership is US \$450/year per person or US \$49/month per person.

Want more of your fundraising team members to join? Many of our members do this and see the tremendous benefits and motivation that learning as a team provides! Membership is for individuals – not to be shared – but you can sign up as many fundraisers as you would like.

All of us on the Moceanic team are 100% committed to helping your fundraiser eliminate the guesswork, the uncertainty, and the overwhelm that comes with the territory in fundraising.

If you're just not sure if membership in The Fundraisingology Lab is for your fundraiser, we offer a no-questions-asked 30-day money-back guarantee. If it somehow turns out The Fundraisingology Lab isn't right for your fundraiser, you can walk away without paying a cent.

In other words, you've got nothing to lose. Just a whole lot of knowledge to gain!

Don't just take it from us.

Read what members are saying about The Fundraisingology Lab by Moceanic:



You have put together an amazing service... Honestly, the value you are providing to fundraisers around the world is just astounding. Not only have you provided tremendously rich and impactful content, but you've also done it in a way that creates a global forum for discussion, as well as the exchange of best practice work... I've been running annual funds for nearly 20 years now and I've never seen anything like it!

Michaela Masi, The NWH Fund at Newton-Wellesley Hospital, MA, USA



In my 15 years of fundraising this is by far the best fundraising training I have had access to. It's so engaging, it's a lot of fun but it's also really sharp. It's the latest thinking and it's backed with real results from charities around the world. There's so much for us to learn.

I feel like being part of Moceanic we're in the right place for us to grow and evolve and develop in the biggest sense we want to. There's nothing else out there that I personally think that actually provides you with that level of quality training and that level of encouragement to do some different and challenging things.

Karla Pautonu, Outward Bound, New Zealand



At Peter Mac, we are always keen to continue learning and to test new approaches to fundraising. Being part of Moceanic has highlighted new opportunities that have sparked new appeals and, more importantly, increased our impact through being able to provide more funding for vital cancer research.

Their training has sound, evidence-based foundations. And the feeling of being part of a community of fundraisers, who are willing to share and support each other, has also been encouraging and invigorating. I've loved seeing others share their successes and also share their own advice and experience.

I would highly recommend anyone considering signing up to Moceanic's Fundraisingology Lab to do so - whether a new or experienced fundraiser, a small or large charity. We can always continue to learn and find new ways to engage with donors.

Julia Cameron, Peter MacCallum Cancer Foundation, Australia



I absolutely LOVE Moceanic. You somehow manage to make everything SO interesting! Whenever I'm watching or listening, I catch myself saying "No way!", "Wow!" I love that you always make every effort to answer questions, and I can tell how much you believe in what we all do as nonprofits."

Alena Plavsic, Fund for Assistance to ROCOR, USA



I'm so glad I joined you all. It's been so refreshing, validating and inspiring. I don't feel alone anymore. And it's boosted my confidence. Your courses are so practical. I have put some of what I learned to test straight away and it's brilliant. My donors love it. I wish I had joined you years ago. It would have saved so much stress.

So thanks to all of you. You've changed my life!"

Anna Henry, ERIC, United Kingdom

A final note...

Everything you've done so far in your organization got you to this point. The question is: *What's going to get you to the next level?*

Expert fundraising training and support is the best way to prepare for the uncertain times we're living in. It's also the smartest way to make progress toward fundraising mastery.

We hope you'll see [The Fundraisingology Lab](#) as an investment in your fundraiser and in your nonprofit's future. You'll be equipping your organization with the right things to do now to keep donors close and income flowing. Please give your approval for your fundraiser to join [The Fundraisingology Lab](#) by Moceanic right now.

www.moceanic.com/join