

## ONLINE FUNDRAISING BOOTCAMP

Do you feel lost or confused when it comes to online fundraising? Do you have a “donate” button, but are not raising any money online? Or are you raising money online, but believe you should be raising more than you currently are? If you answered “yes” to any of these questions, then the **Online Fundraising Bootcamp** is for you.

Online fundraising is about much more than a “donate” button and a website. During this four-week bootcamp, we will cover everything you need to firm up your strategy and strengthen your online fundraising efforts. Each weekly online module includes video lessons, resources, and action steps so you are not left wondering what to do next.

Modules include

- Introduction
- Online Fundraising Campaigns
- Strategies and Tactics
- ROI, Measurement, and Testing

### WHAT YOU'LL ACHIEVE

By the end of the bootcamp, you will have a clear sense of the tools available, great ideas for launching or improving your efforts, and a solid plan for your organization's next steps to help you pump up your online fundraising quickly and efficiently.

Brought to you *at no cost* through a partnership of Henderson Mallory Partners and Nonprofit R+D, **Online Fundraising Bootcamp** is presented by Richard Dietz and Stephanie Surles, the founders of Nonprofit R+D. And you can [register here!](#)

### ABOUT THE BOOTCAMP PRESENTERS

Richard has spent the last 20 years working both in and with a wide variety of nonprofit, political, and government organizations. He has also worked with technology companies that focus on the nonprofit sector, including Sage Nonprofit, Convio, and KIMBIA. Richard holds a M.S.W. from the University of California at Berkeley as well as a B.A. in Political Science from UCLA.

Stephanie has secured millions of dollars in grant funding for her clients. She has also authored publications and other entrepreneurial fundraising resources which have helped her clients raise millions more. Stephanie received her J.D. from the University of Illinois College of Law and her M.P.A. from The Maxwell School at Syracuse University.

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[www.NonprofitRD.com](http://www.NonprofitRD.com) • [info@nonprofitrd.com](mailto:info@nonprofitrd.com)

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