

Finish Strong, Start Smart

How to survive the Q4 crazies and begin 2025 with joy and ease



with **MARYANNE DERSCH**





My Promise

Numbers tell the story

30% of annual giving occurs in December alone

10% of annual giving happens in last 3 days of year

47% of nonprofits report staff burnout in Q4



An aerial photograph of a large, circular, crater-like depression in a dry, sandy landscape. The depression is filled with a dense, circular pattern of small, dark spots, possibly representing a large-scale geological feature or a man-made structure. The surrounding terrain is flat and sandy, with some faint, winding paths or tracks visible.

High stakes

Low capacity

Maximum pressure

The PROBLEM

A man in a white shirt and tie is covering his ears with his hands, appearing distressed. In the background, a large, dark shadow of a hand covering an ear is cast on a light blue wall. The overall scene suggests a sense of being overwhelmed or trying to ignore a problem.

What is the actual problem?

What have you been in resistance to or avoiding?

Traditional Approach

✗ Reactive ✗ Disconnected ✗ Exhausting

Transformational Approach

✓ Proactive ✓ Connected ✓ Sustainable

THE SHIFT....



WHAT YOU GET...



Stop Asking for Money e-book!

Stop Asking for Money

and 16 other powerful lessons to master fundraising...courageously!

Maryanne Dersch
Founder & CEO
Courageous Communication

Fearless Fundraising 7 Limiting Beliefs Guide!

7 LIMITING BELIEFS IN FUNDRAISING

Remove these blocks so you can raise more.

How you think and feel about money directly impacts your ability to have it and raise it. You can't raise what you resent. Here's some common myths about money and fundraising that are costing you donor dollars.

5 Ways You Are Losing Donor Dollars Tip Sheet

MONEY DOES GROW ON TREES

The so-called money tree...
Fundraising and fundraising for

5 WAYS YOU ARE LOSING DONOR DOLLARS

And how to stop!

Maryanne Dersch, Courageous Communication LLC

Fearless Fundraising Abundance Tracker!

you won't make someone mad

you are chasing dollars

Instead of the dollar sign to find donor dollars, create a strong brand

Fearless Fundraising

THE ART OF RECEIVING: 30 DAY ABUNDANCE TRACKER

Maryanne Dersch

Track everything that comes into your life. If it is not actual money, give the item a value and add it all up at the end of the 30 days.

Start Date: _____	Day 0: _____
Day 1: _____	Day 7: _____
Day 2: _____	Day 14: _____



**Strategy isn't the problem,
your feelings are**



SHIFT 1 – Understand what's really happening



Put the relationship first and the money will follow

**Your year-end goals are
not my problem.**

SHIFT 2 – Relationships first



What could you do TODAY to generate revenue?

(This might scare you, that's ok)

- ✓ Who could you call?
- ✓ Who could you follow up with?
- ✓ Who can ask for commitment

SHIFT 3 – Play the short game (temporarily)



Sometimes you forget how
awesome you are



SHIFT 4 – Reframe the story of your success



DATE

90 Day MBST

Mission

Objective

Strategy 1

Strategy 2

Strategy 3

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

SHIFT 5 – Plan in short-term





SHIFT 6 – Prioritize relationship building





SHIFT 7 – Pay attention to resistance





SHIFT 8 – Land the plane or let them fly





SHIFT 9 – Set your emotional temperature



RELATIONSHIP ASSESSMENT!



- Release resistance and act with confidence
- Build authentic donor relationships that last
- Hear YES faster!
- Stay on track, have the best 2025 ever

**LIMITED TO
7 SESSIONS!**

BOOK NOW!

