



# FUNDRAISING COACHING

THE LAKE COUNTY COMMUNITY FOUNDATION  
TECHNICAL ASSISTANCE FUND



As the first phase of the [Technical Assistance Fund](#), The Lake County Community Foundation (LCCF) is piloting a 6-month fundraising coaching program in partnership with experienced fundraising coaches from [True North Philanthropy](#). This program is designed to help organizations strengthen their fundraising systems, build confidence and make meaningful progress toward their revenue goals. Participants can choose between a 6-week coaching series or a one-time pop-up session, depending on their needs.



## What topics does coaching cover?

Participants receive tailored support in one or more of the following areas:

- Fundraising plans or assessments
- Board engagement and development
- Individual giving and major gifts
- Event strategy and engagement
- Donor communications and stewardship
- Corporate engagement and sponsorships
- Fundraising systems and operations (dashboards, KPIs, workflows)
- Fundraising training for new staff, non-fundraising staff or volunteers (“Fundraising 101”)

## Coaching Formats

### 6-Week Project-Based Coaching Series (up to 13 nonprofits)

A structured coaching experience designed to help organizations make measurable progress on a defined fundraising goal that includes:

- Pre-work intake questionnaire
- First session on goal-setting and roadmap design
- Subsequent five weekly 1-hour sessions where TNP will coach you through:
  - Strategy and planning toward your stated goals
  - Tools and templates to strengthen your fundraising
  - Action plan creation
- Session notes and relevant templates

**Enrollment:** Participation is limited to 13 nonprofits and will be offered on a rolling basis until capacity is reached. To ensure this opportunity supports nonprofits without large fundraising teams or extensive internal capacity, priority will be given to small to mid-sized organizations, particularly those with annual operating budgets under \$5 million and limited development staffing. This opportunity is designed for organizations with existing fundraising experience – participants should have a clear sense of what has and hasn’t worked in their development efforts.

*Organizations participating in Project-Based Coaching are not eligible for pop-up coaching.*



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## Pop-Up Coaching Session

A focused, single 1-hour session designed to address a specific question or immediate challenge. Includes pre-work intake, coaching call recording/transcript and follow-up notes.

*To ensure broad access, organizations may participate in up to two pop-up sessions during the six-month pilot period.*

### **Find Your Fit**

*Choose the coaching format that works best for you.*

- A 6-Week Coaching Experience, best suited for nonprofits ready to dedicate time and leadership attention to building or strengthening a core fundraising strategy.
- A Pop-Up Coaching Session, ideal for organizations seeking expert input on a defined question or decision point without a longer-term commitment.

## Scope and Expectations

This is a structured opportunity to strengthen your organization's fundraising through focused, expert coaching. Whether engaging in a single pop-up session or a six-week project-based engagement, this support is designed to build clarity, confidence and practical next steps.

This opportunity is not open-ended consulting or a substitute for internal leadership and implementation. The subject matter support works best when organizations come prepared, engage actively and apply what they learn. The work is collaborative and intended to strengthen your strategy and your capacity to implement learnings.



## Sign Up

- Pop Up Coaching (Sign up [HERE](#))
- 6-Week Coaching (Sign up [HERE](#))

**Please note:** Participation in the fundraising coaching does not impact current or future grantmaking decisions for any organization.

To learn more about the Technical Assistance Fund, contact Emily at [emily@lakecountycf.org](mailto:emily@lakecountycf.org) or Quetzali at [quetzali@lakecountycf.org](mailto:quetzali@lakecountycf.org).



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