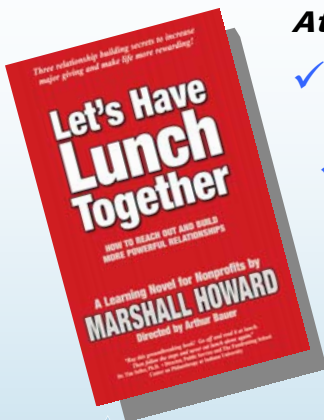


goBeyondhello®

Relationship Master Series

A Three Day Comprehensive Training Program Based On
The Nationally Acclaimed Bestseller That Started It All!



Attend and You'll:

- ✓ Help Board Members Fundraise in Comfortable Ways.
- ✓ Raise \$150,000 More in The First Year Alone.
- ✓ Build an Influential Team of Major Gift Fundraisers.

**Receive
Tuition Underwriting
Up To \$2250**

Call Toll-Free 877.320.9202 or apply online
http://www.marshallhoward.com/Underwriting_request.html



What People ARE SAYING:

"Easy to understand...it wasn't packed in so fast that it went in one ear and out the other!"

R. Davis - Founder, Community 54:13

"Very practical, concise applicable content to improve my work - starting tomorrow!"

R. Keefe - Founder and Executive Director, Bookends

"Great —worth every penny!"

J. Brietigam - Fresno Covenant Foundation

"The most fun I have ever had being trained... you captured my heart, then my mind"

T. Reese - Executive Director, California / Nevada Community Partnership

The "best part... was learning new ways of thinking, I got permission to ask personal questions."

M. Dirdon - YWCA, Young Women's Christian Association

"I gained a wealth of great wisdom—personal and professional."

J. Bishop - Dayton Public Radio

"Excellent content. Your experience with people is contagious."

G. Ordway - ESA/Love Inc.

"Marshall is a great presenter—he engaged everyone."

M. Luna - United Way Westchester

"Great practical approach...targeted for practical immediate use."

W. Dragmeister -- WESST

goBeyondhello®

Relationship Master Series

In [Marshall Howard](#)'s nationally acclaimed learning novel, "[Let's Have Lunch Together](#)," Oscar, a stressed out and overworked Executive Director learns how to engage his board and build a Partnership Council.

Now you can too!

Our Relationship Master Series is the only comprehensive step-by-step system that delivers the skills, tools and strategies that will get your board fundraising, secure sponsorships, raise major gifts and build a Partnership Council of 16-24 influential leaders.



It's based on 25 years of research, testing and practical experience with thousands of nonprofits, big and small, nationwide. **Thanks to the support from our relationships, you can now receive tuition underwriting of up to 47%.**

Imagine having a Partnership Council... a major gift fundraising and leadership team, that also functions as a board incubator and succession planner. In the first year alone, you'll raise over \$150,000 more through the campaign you choose.

Using our very powerful techniques, you'll learn how to create strong and genuine connections, and become much more effective at developing committed, lifelong donors that produce stronger, long-term financial growth. [More info](#)

In just 30 days, I **

- ✓ Got one new funder
- ✓ Received six new computers
- ✓ Recruited a new Board Member
- ✓ Reengaged an upset supporter to make them a partner – now they are out there recruiting for us.
- ✓ Transformed a negative situation to secure the real estate needed to run our program for another year
- ✓ Raised an additional \$3000 from someone I knew at a bank

** actual results from six participants

Session 1

Day 1 - Transactions to Connections

Master Relationship Centered Fundraising Essentials

Find freedom from the endless cycle of transactional fundraising. Discover how you and your board can easily move into the less stressful and more productive world of relationship centered development. This part of our fun, interactive training course focuses on the "Power of You" and building your own "Relationship Centered Fundraising Plan."

You'll Learn How To:

- ✓ Connect with board members and potential donors easier and faster in your own style
- ✓ Apply the four fundamentals that build genuine feelings of mutual rapport and trust
- ✓ Make appointments you've been unable to get
- ✓ Build a mission supporter in a single visit
- ✓ Retain more donors and grow their commitment
- ✓ Create a genuine rapport in minutes

Take-Home Practice Exercises

Begin to use relationship centered techniques in eight real world situations with people important to your work...fine tune the process, measure the results, and build a next step

Session 2

Day 2 - Connections to Collaborations

Unlock Hidden Development and Leadership Resources

We'll begin by reviewing the progress and challenges of your field application. Move far beyond the relationship centered fundraising essentials to master the four key steps that transform connections into productive, long-term collaborations. Discover techniques that unleash the full potential of your board and supporters to raise the money you need and build the board you want to expand your programs. Fine tune your skills through real world field applications plus, in-class team and individual exercises.

You'll Learn How To:

- ✓ Uncover your boards' spheres of influence
- ✓ Develop techniques that unlock hidden opportunities
- ✓ Retain more donors and move them up the commitment ladder
- ✓ Employ time-saving cultivation strategies that go far beyond the traditional "thank you" letter
- ✓ Help your board comfortably share their valuable resources
- ✓ Uncover hidden major gift and board-building treasures
- ✓ Pinpoint stakeholder's business and personal wins

Session 2

Day 3 - Collaborations to a Council

Build an Influential Leadership and Major Gift Team

Discover how to easily and quickly harness the relationships of your supporters. Within months you'll build a powerful fundraising team of 16 to 24 influential leaders. Learn step-by-step how to motivate them to raise major gifts with the help of their connections in a campaign you choose.

From over 25 years of experience in building hundreds of Partnership Councils, you'll receive an easy to follow blueprint. In Part 3 alone you'll have over 100 pages of tools at your fingertips: from recruitment letters, "pressure-free ask" scripts, timelines, campaign proposals, development strategies and so much more. **For Greater impact bring an extra board member for free.**

You'll Learn How To:

- ✓ Uncover and evaluate great council prospects
- ✓ Establish relationship links to new prospects
- ✓ Secure personal introductions and referrals
- ✓ Get more meetings with the people you want to meet
- ✓ Engage and recruit the right chairs and leaders
- ✓ Motivate the board and council members and move them up the commitment ladder
- ✓ Establish an ongoing peer network that attracts other influential leaders
- ✓ Develop a continuous stream of board prospects
- ✓ Achieve more community-wide PR and visibility

BONUS MATERIAL - A Council to Sponsors

Secure Major Sponsorships and Underwriting

You'll receive an additional section for your Resource Manual that guides you **step-by-step through easy ways to secure sponsorships**. Learn how to tap into the most underutilized source of major funding today... corporate and personal underwriting. Follow our a four-step process to secure event and program underwriting from \$5,000 - \$50,000 each. Over the last 25 years we've helped nonprofits raise over \$60 million using this system.





Who Should ATTEND

One affordable tuition for a team of up to four people.

Our research has shown that when a board member participates in the entire course, success rates increase by 2.45 times. Often board members will fund this training as a donation to the organization. **The most successful organizations attend with their CEO/Executive Director, one or two development staff, and most importantly a board member .**

Where Can I ATTEND

goBeyondhello is hosted throughout the country by local nonprofits committed to building capacity. For a complete list of a host city near you, give us a call or click [here](#).

Our Program Is ACCREDITED

goBeyondhello offers 18 CFRE certification or continuing education credits.

Founded in 2001, CFRE International is an independent 501(c)6 whose sole mission is dedicated to setting standards in philanthropy through a valid and reliable certification process.



Certified Association Executive (CAE) program eligibility

As an educational programming related to the CAE examination content outline, this program may be applied for CAE application or renewal credit on a hour-for-hour basis, up to 6 hours per day of participation. Full four-day participation earns 18 CAE credits. (Note: This program is not endorsed or affiliated with the CAE program, and no program is required to meet eligibility requirements. For more information on CAE, visit www.whatiscae.com.

What Does Each PARTICIPANT RECEIVE

- 6 month subscription to our peer based learning forum
- 3 full days of interactive training
- 4 real-world field exercises
- 1 fieldwork coaching session
- Lunch + breaks each day
- 350-page Resource Manual
- 25 Photocopy Master Forms
- A Behavior Style Profile
- 18 CFRE or CAE credits
- Certificate of completion

Plus

- One copy of ["Let's Have Lunch Together"](#)



How Much Is TUITION

Your tuition of \$4750 includes up to four team members. Best of all, thanks to our supporters, you can receive tuition underwriting of up to \$2250. **To apply with no further obligation call us toll-free or [click here](#).** Upon review of your application you'll be notified of the amount of underwriting you qualify for, and be given the opportunity to register at that time.

Why Should YOU ATTEND

Participants Experience The ...

- Relief of raising more money without constantly asking
- Confidence of knowing what to say after "hello" to anyone
- Esteem of making a greater impact with the help of others
- Certainty of choosing the best way board members and supporters can help

Why Is This A GREAT INVESTMENT

Your Organization Will...

- Raise over 100 times the cost of tuition year after year
- Create endless access to new influential board and donor prospects
- Make it more comfortable for your Board to fundraise
- Uncover sponsorships from outside of your community



Marshall's STORY

As an attorney, former TV executive, teacher, and consultant, Marshall discovered the single biggest reason why nonprofits prosper: their ability to build and maintain strong collaborative relationships, internally and externally.

After 20 years of working with nonprofits, big and small, nationwide, Marshall decided to make a greater impact, by writing his, nationally acclaimed bestseller, "[Let's Have Lunch Together](#)." Today, his work solely focuses on teaching organizations how to leverage collaborative relationships to build a peer network that continually attracts other leaders - **A Partnership Council**.

His clients have included:

AFP, Alegent Health Systems, Alzheimer's Association, American Cancer Society, American Humanities Universities, America's Blood Centers, Arthritis Foundation, Big Brothers Big Sisters, JNF - USA and Canada, Junior Achievement, March of Dimes, National Committee On Planned Giving, Providence Health Systems, The Salvation Army, United Way, YMCA and hundreds of others.

Marshall Howard's successes and programs have been reported in:

The Los Angeles Times, U.S. News & World Report, Sales & Marketing Management, Los Angeles Business Journal, Success Magazine, The NonProfit Times, Major Gifts Report, and in many other business and nonprofit publications.