

The Roadmap to Relationship-Based Fundraising

Moving from stagnant philanthropic revenue to sustainable growth.

The Relationship Fundraising Accelerator: *Beyond Events*

Shifting from transactional/event-based fundraising to relationship-based fundraising helps nonprofit organizations build deeper donor connections and raise long-term growth.

This tool guides nonprofit leaders in strengthening philanthropic support with a focus on **individual giving and major gift fundraising**. Designed for organizations at any stage of their fundraising journey, this framework helps:

- Increase fundraising ROI
- Strengthen donor retention
- Grow major gift pipelines
- Support long-term donor value
- Create a culture of philanthropy across the organization

This framework *brings clarity* to the work that matters most.

"It's clear this framework was built with fundraisers, for fundraisers—thoughtfully addressing the many interconnected elements that shape an organization's fundraising culture and practice."

Kristin Pollock, Chief Operating Officer, Kids First Chicago

The Challenge Nonprofit Leaders Face

Nonprofit leaders are expected to do it all—lead teams, fundraise, manage operations, and grow impact. Yet many organizations often work incredibly hard but feel stuck relying on events and short-term tactics, which can lead to burnout, limited donor engagement, and a short-term fundraising mindset.

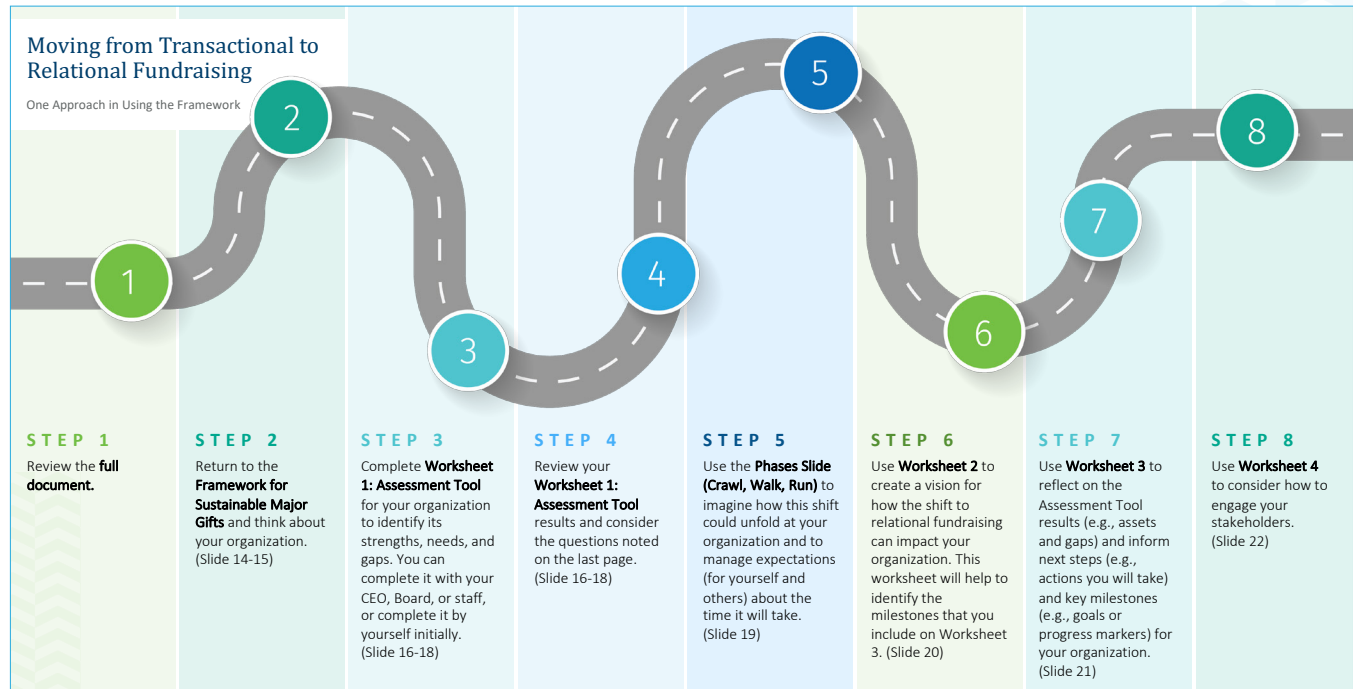
What most organizations need isn't more effort—it's a clear, shared system for how fundraising works.



The Roadmap Program:

The Framework at a Glance:

This roadmap gives nonprofit leaders a clear path forward—whether you work through it independently or experience it in a guided workshop.



Experience the Framework Through an Interactive Hands-On Leadership Roundtable.

The Relationship Fundraising Accelerator: *Beyond Events* will be hosted on **Monday, September 28, 2026**.

- Join a facilitated roundtable where you will apply the framework directly to your organization.
- Ideal for those who want to collaborate with other nonprofit leaders and leave with a clear, actionable fundraising plan.
- *Investment:* \$1,500 per organization (up to 3 participants).

Designed specifically for busy nonprofit leaders who need *practical tools, not theory*.

"We left with a set of tools that we can apply to our unique current status that will guide us through the implementation of a relationship-based program. Somehow, it is magically both specific with action steps and also flexible to work for many organizations at different starting points."

Jen Van Valkenburg, President, Garfield Park Conservatory Alliance

What You'll Gain:

- A clearer path to major gift growth
- Practical tools and insights
- Greater leadership confidence
- Stronger donor retention and engagement
- A crawl-walk-run approach for long-term growth

For questions about the Accelerator:

Contact **Tom Wick**, Senior Counsel at TWB Fundraising at twick@twbfundraising.com