

Hello Nonprofit Friend!

You are getting this letter because one of your staff members has taken the bold initiative to try to improve the fundraising efforts of your organization. First off, congrats on having a staff member who is committed to growth, and who doesn't want to see your organization struggle the way it has been. I loved having staff members that took initiative like this :).

As a previous Executive Director, Managing Director, Program Director (and much more!) I sincerely understand the financial pressure that nonprofits are under every single day. I do not take your investment in my Power Partners program lightly.

I have been fundraising millions of dollars per year for more than seven years, have trained hundreds of fundraisers through courses, and have used the methods in this course with 24 organizations 1:1 to raise over 23 million dollars from over 12,000 Power Partners. **Now I've created the Power Partners Formula, so that organizations can access my tools and strategies by making a small investment that will lead to tremendous results.**

By the end of this course your fundraiser will know how to:

- Identify the RIGHT donors for your organization (Power Partners)
- Know how to get in front of them (and understand why they haven't been able to already)
- Have all of the engagement templates they need to get meetings set up ASAP
- Prep for their meetings in the RIGHT way so that they're putting their best foot forward
- Make the right ask and get a simple YES time and time again

Plus, if they are CFRE they will get 8 continuing education credits.

**YOU TAKE A TOUR OF THE PROGRAM HERE → [malloryerickson.com/PPFTour](http://malloryerickson.com/PPFTour)**

This program is going to completely change the way that they look at fundraising. They'll learn fast that I don't subscribe to a lot of the 'old ways' of doing things. They aren't working. The fact that we have an average of 56% donor retention rate across the sector should be all we need to see to know that!

So, in this program, I am going to walk them step-by-step through exactly how I got myself and other organizations to things like **my 85% donor response rate!!**

I hope to see your organization inside The Power Partners Formula soon.

In service,



Mallory Erickson  
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Creator of the Power Partner Formula  
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