



Fundraising just got easier, more effective, and a lot more fun

Join the Online Community That Will Give You the Training and Support You Need to
Connect with Your Donors, Grow Your Income, and Master Your Career

Join The Fundraisingology Lab and you join the thousands of smart fundraisers who
are becoming EXTRAORDINARY FUNDRAISERS

**IS FUNDRAISING EVER
LIKE THIS FOR YOU?**

- ★ Your cause is great, but you don't have enough donors, and you don't have a massive budget to grow your base of support.
- ★ You spend way too much time on fundraising tasks, and you know you can get better results, but where's the roadmap forward?
- ★ You're doing quite well with your fundraising, but you aren't meeting the goals your boss or your board have given you.
- ★ You need a new and different approach....You're struggling to stay on top of everything it takes to keep your fundraising program going. You feel like a hamster in a wheel, and you know that's not how it should be!

**WE'VE BEEN THERE TOO!
FUNDRAISING CAN
DRIVE YOU CRAZY!**

- ★ Does your fundraising campaign sometimes flop for no reason you can discover?
- ★ Are you losing donors faster than you can find new donors?
- ★ Does your boss or board not give you the support you need – they raise your goals while cutting your budget?
- ★ Do your colleagues hate your fundraising and have “better ideas” they insist you put to work?
- ★ Do you sometimes hate fundraising because it doesn't seem to make sense?
- ★ Do you sometimes just feel like you're guessing?

Good news: You can change all that. Starting now.

You've found your tribe – The Fundraisingology Lab!

You are reading this because you know fundraising can be so much better! More effective. More life-affirming. More donor-focused. More joyful. And the world needs you to raise more money!

"The results have been incredible. Income currently stands to date at over 6 times the budget target."

Belinda, The Leprosy Mission Australia

HERE'S WHAT THE FUNDRAISINGOLOGY LAB WILL DO FOR YOU...!



You'll be empowered to create fundraising that motivates donors to give, give happily, and stay with you for the long term.



You'll know how to attract new donors and keep them engaged and involved in your cause, each one rising to their best level of support.



You'll master the often-counterintuitive details of fundraising messaging, from direct mail to newsletters, to email, to major donor and bequest fundraising, and MORE.



You'll become a master storyteller, equipped to tell the right story the right way at the right time. You'll touch your donors' hearts and give them the vision for why they love donating to your organization.



You'll eliminate the guesswork and controversies that surround fundraising. Know what works and why so you can do the job you need to do.



You'll tap into the collective knowledge & experience of a community of fundraisers like you around the world who are there to support each other.



You'll discover the joy of nailing it when you tackle even the toughest fundraising projects ... and seeing your mastery grow.

"The value you are providing to fundraisers around the world is just astounding. You provide tremendously rich and impactful content. I've never seen anything like it!"

Michaela, Newton-Wellesley Hospital Fund, Massachusetts, USA

HERE'S WHAT YOU GET WHEN YOU JOIN THE FUNDRAISINGOLOGY LAB



IMMEDIATE ACCESS TO THE FULL CATALOG OF MOCEANIC ONLINE COURSES

These comprehensive, multi-part courses fully equip you to create effective fundraising projects. They're packed with bonus cheat-sheets, examples, and videos. The courses include optional homework assignments that walk you through specific projects you need to do — and qualify for CFRE Continuing Education Credit.

- ★ Irresistible Communications for Great Nonprofits with Jeff Brooks
- ★ The Most Powerful Communication Tool: The Supporter Connection Survey with Sean Triner
- ★ Making Money with your Donor Newsletter with Tom Ahern
- ★ Your Complete Roadmap to Raising Money with Bequests with Christiana Stergiou
- ★ 7 Steps to Creating Record-Smashing Direct Mail with Jeff Brooks
- ★ How to Raise Millions AND Change the World with Harvey McKinnon
- ★ The Mid-Value Donor Super Course with Sean Triner
- ★ Your Blueprint for Donor-Focused, High-Revenue Fundraising Storytelling with Jeff Brooks

CHECKLISTS, CHEAT-SHEETS, SPREADSHEETS, WORKBOOKS AND MORE!

- ★ Regular Live Q&A Video Calls with Fundraisingologists and special guests
- ★ A Members-Only Weekly Email with Expert Tips, Announcements and Connections
- ★ Checklists, Cheat-sheets, Spreadsheets, Workbooks, and more
- ★ New Online Training released all the time from experts all over our industry
- ★ Full Access to the Amazing Fundraisingology Lab Facebook Community

CONNECT WITH THE EXTRAORDINARY COMMUNITY

Our members are extraordinary ... bringing a whole range of skills and expertise ... but most of all a passion for great fundraising and commitment to working together that makes The Fundraisingology Lab an incredible resource you'll turn to 24/7.

TAP INTO OUR EXPERTS

Christiana Stergiou



Fiona McPhee



Jeff Brooks



Sean Triner



Plus amazing guest-gurus, including: Professor Adrian Sargeant, Amy Eisenstein, Dr Claire Routley, Roger Craver, Professor Russell James, Simone Joyaux, Tom Ahern, and many, many more...

All bringing you the best fundraising expertise that will power every project you do!

“Thank you for always providing first class material in an informative and entertaining way, and for being a source of quality information and guidance!”

Anne, Stewardship and Donor Relations, Massachusetts, USA



We always focus on making sure you do the thing that's right for you and your cause. So we'd prefer to help you figure out if The Fundraisingology Lab is right for you BEFORE you join rather than waste your time. So, let's take a look...

Who Should Join The Fundraisingology Lab

- ✓ Fundraisers who believe in connecting with donors
- ✓ Fundraisers who pay attention to FACTS
- ✓ Fundraisers who are willing to work HARD and SMART
- ✓ Fundraisers who want to be in a community with other fundraisers
- ✓ Fundraisers who LOVE fundraising

Who Should NOT Join

- ✗ People looking for no-brainer solutions to the hard work of fundraising
- ✗ People who don't care about donors
- ✗ Trolls and grouches who like to pick fights and belittle other people online
- ✗ People who think donors owe them support
- ✗ “Lone Rangers” who don't care about the lives and work of other fundraisers

The Fundraisingology Lab is a true community – a tribe – of likeminded fundraisers who don't go it alone, but stand together, learn together, and care about each other!

“I absolutely LOVE Moceanic. You somehow manage to make everything SO interesting! Whenever I'm watching or listening I catch myself saying “No way!”, “Wow!” I love that you always make every effort to answer questions, and I can tell how much you believe in what we all do as nonprofits.”

Alena, Fund for Assistance to ROCOR, USA



When you join, you are fully covered by our 100% 30-Day Money-Back Guarantee.

We're confident that you'll find The Fundraisingology Lab useful, helpful and supportive. But just in case you're not satisfied, let us know within your first 30 days of joining and we'll refund you.



You can cancel your membership at any time. Just let us know and we'll process your request right away. When you cancel, you will continue to have access until the end of your billing cycle.

HAVE QUESTIONS?

Is this a recurring subscription service?

Yes, access to The Fundraisingology Lab is available on either a monthly or an annual recurring payment.

We do it like this so that you can access ALL our online courses, our expert fundraisingologists and our community of extraordinary fundraisers for a low recurring monthly price, or a recurring annual subscription.

This makes it easier for fundraisers on tight budgets as well. And you'll only need to get budget approval from your boss once for a recurring monthly or annual subscription to access everything you need for fundraising success.

What type of fundraisers is The Fundraisingology Lab suitable for?

If you have an ongoing fundraising program with at least a few hundred donors on file and a belief in growing your program, The Fundraisingology Lab is for you!

I'm new to fundraising, is The Fundraisingology Lab right for me?

Absolutely! One of the best things about The Fundraisingology Lab is that it will help you get your fundraising right, right from the start. Here's your 3-step plan if you're new to fundraising:

1. Start with Jeff Brooks' Irresistible Communications for Great Nonprofits online course. You'll learn the important principles of communicating with donors that will make EVERYTHING else easier for you!
2. Join our regular live Q&A video calls where you can ask the experts anything you need to know about your fundraising. We are all here for you!
3. Connect, and get feedback and support in the private Facebook community. You'll meet generous and welcoming fundraisers who've all been new to fundraising at some point. Ask your questions, share your work, learn from others.

I am an experienced fundraiser, is The Fundraisingology Lab right for me?

Experienced fundraisers thrive in The Fundraisingology Lab. Here's how...

1. Chose the training that's right for you – from mid-value fundraising, to bequests, to donor surveys, to getting your donor newsletter right, there's something in The Fundraisingology Lab to help you succeed.
2. Access the experts at our live Q&A video calls, or in the private Facebook community exclusive to members only. The experts you have access to are extremely generous with their feedback and suggestions. Their combined 100-year+ fundraising experience means you can ask the tough questions and get the high-level detailed answers you need.
3. Share your work, your appeals and your campaigns in the private Facebook community too. Get feedback and ideas that help you raise even more money for your cause.

Is all of the content available straight away or is it time-released (drip-fed)?

Everything is available straight away. We don't hold back. But we are always releasing more online training on new topics our members tell us they need.

Do you offer CFRE Continuing Education Credits?

Most of our training is approved for CFRE points. For example, full participation in the *Moceanic Supporter Connection Survey Online Course* is applicable for 13.5 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification. And you can apply for 17 Continuing Education Credits when you complete the online course: *Your Complete Roadmap to Raising Money with Bequests*.

Can I get one-on-one help and advice about my fundraising?

You can ask questions at our regular live Q&A video calls and at any time on the private Facebook community. We have a generous community who support and care for each other!

But if at any stage you need personalized, one-on-one support, we offer private, individualised coaching with our experts. To see if that investment and format is right for you, you'll have the opportunity for a short call with us to discuss how we can work together one-on-one.

Our private coaching clients are getting extraordinary success from their fundraising, too! Coaching is a bigger investment, but coaching also gets you even better results, faster. Join The Fundraisingology Lab to get started, and see if coaching is right for you later on.

Why don't you offer membership to The Fundraisingology Lab all year round?

We want to concentrate all of our efforts on our members in The Fundraisingology Lab without getting distracted by all the work we have to do when it comes to marketing.

Our community is filled with extraordinary fundraisers getting extraordinary results and we need to do everything we can to help them thrive. We put a lot of work into our online training courses, masterclasses and workshops and more. (You'll find that out as soon as you join us!)

That's why we only open membership to The Fundraisingology Lab a few times a year. The best way to find out about these launches is to add yourself to the waitlist, and you'll get notified as soon as membership reopens for you to join.

What if I don't like The Fundraisingology Lab?

When you join, you are fully covered by our 30-Day 100% Money-Back Guarantee. We're confident that you'll find The Fundraisingology Lab useful, helpful and supportive. But just in case you're not satisfied, let us know within your first 30 days of joining and we'll refund you.

You can also cancel your membership at any time. Just let us know and we'll process your request right away. When you cancel, you will continue to have access until the end of your billing cycle. For annual memberships, we don't provide refunds beyond the 30-day money-back guarantee. You'll continue to have access to your content until the end of your annual billing cycle.

Can I access my content once I cancel my membership?

When you cancel, you will continue to have access until the end of your billing cycle. After that, you will no longer be able to access any of the online training, recordings, resources, guides, exclusive private Facebook group, regular video calls and live and recorded webinars.

We'll be sorry to see you go. Please contact us if you'd prefer to transfer your membership to a different staff member, would like to switch to a different payment plan or if we can help you make the most of your membership in any way.

Can I upgrade to an annual membership later?

Yes, absolutely. Just contact us at any time and we'll help you do that. Annual membership is the most cost-effective option, so it saves you money, too!

I'm not 100% sure if The Fundraisingology Lab is right for me. Do you offer a trial so I can test it out?

No, that's something we don't offer. However, there is always our 30-day refund policy. Please be assured, this is an amazing community of extraordinary fundraisers. We are here to do everything we can to help you thrive and succeed. And you can access it for less than the price of a few cups of coffee a week!

Find out more or join now at:

WWW.MOCEANIC.COM/JOIN

*"My writing already has a clearer, more focused feel to it... So please accept my sincere gratitude.
You are helping organizations raise money to change the world."*

Raimy, CauseMatch, USA

Contact us anytime and we'll happily answer your questions. We'd love to hear from you.

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