

# Magnolia Wealth and Appointment University (AU): Collaborative Value for Non-Profits

*“Growing Communities One Conversation at a Time”*

Non-profits face challenges connecting authentically with donors amid overwhelming marketing noise. Magnolia Wealth’s Teammates platform, through Appointment University (AU), offers a transformative, cost-free training program that empowers non-profit staff and volunteers to overcome fundraising anxiety, communicate with genuine passion, and build lasting donor relationships. AU equips your team with unique tools to foster trust, drive sustainable fundraising, and strengthen community impact.

**How AU Delivers Collaborative Value:** AU empowers non-profit fundraisers with the activity-based “Goldberg” model (inspired by The Mighty Ducks) and the innovative 15-Second Approach to eliminate contact reluctance—the fear of initiating donor conversations. The Goldberg model prioritizes action over scripts, helping fundraisers conquer rejection through repetition, building confidence in a matter of days. The 15-Second Approach uses a brief, empathetic method that relaxes fundraisers and the potential donor by acknowledging a donor’s financial realities, sparking authentic, trust-based dialogue. AU also leverages personal storytelling and the unique “Luke and Yoda” concept to emotionally engage donors, positioning their contributions as central to your mission’s success. This approach cuts through 6,000–10,000 daily marketing messages, boosting donor retention and community ties.



**15-Second Approach**

## Key Benefits for Your Non-Profit

- **Conquer Fundraising Anxiety:** AU’s Goldberg model turns rejection into growth through action, unlocking authentic passion for donor conversations.
- **Authentic Communication:** Replace scripts with genuine enthusiasm. Natural pauses and stories build trust, making donors feel valued, not pitched.
- **Leverage Storytelling:** AU teaches compelling, value-driven stories (Harvard: stories are 22x more memorable than stats) to motivate action and cut through noise.
- **Master the 15-Second Approach:** This empathetic, low-pressure method relaxes both fundraisers and donors, fostering impactful, trust-based conversations.
- **Sustain Motivation:** Frequent donor interactions reduce desperation, leveraging the Law of Detachment (“The less you need something, the easier it is to attain”) to attract support naturally.

**Why AU Stands Out:** Unlike script-heavy fundraising training, AU delivers lasting impact through the Goldberg model, 15-Second Approach, and emotionally engaging storytelling. By emphasizing empathy and donor-centric methods, AU builds trust-based relationships. Ross Cellino of Cellino Law shares, “By playing the role of Yoda and stepping out of the way, we allowed local businesses and the community to become personally invested. This raised \$160,000 from 135 businesses, resulting in 385 animals finding loving homes.” AU ensures your team connects authentically, driving donations and community support.

## Real-World Impact

- Case Study: The Teammates Homeless Animal Program, funded by Cellino Law, raised \$160,000 from 135 businesses, enabling 385 animal adoptions by empowering community heroes.
- For a brief excerpt of the course and the Ross Cellino Testimonials, please click [Here \(4 mins.\)](#)

**Next Steps:** Contact the agent who shared this opportunity or reach out to Gary Hoy (Founder of Teammates) at [gary@teammates1.org](mailto:gary@teammates1.org) to schedule a call to explore AU’s impact on your fundraising. Or you can register for the Non-Profit webinar on the [Teammates Home Page](#) for a tailored overview. Start growing your non-profit’s impact today!



**130+ Covid era businesses donated \$250-\$2,500 – why? Goodwill branding. Ross Cellino (the original “Yoda” created massive results from a modest local Facebook page)**



