

(Sponsoring Firm) and Appointment University (AU): Empowering Non-Profits to Engage Donors Authentically

“Growing Communities One Conversation at a Time”

Non-profits face a critical challenge: engaging donors to sustain fundraising without appearing sales-driven, which can erode trust. Appointment University (AU), offered through the (Sponsoring firm) Teammates platform, equips fundraisers with the 15-Second Approach—a unique framework that transforms donation requests into authentic, mission-driven conversations. Sponsored at no cost, AU fosters a collaborative partnership that drives your mission while preserving your community-focused identity.

How AU Delivers Authentic Engagement

AU’s unique approach combines the activity-based “Goldberg” model (inspired by The Mighty Ducks) with the revolutionary 15-Second Approach to eliminate contact reluctance—the fear of initiating donor conversations. The Goldberg model gets fundraisers “in the pool” by confronting anxiety through action, not scripts, ensuring even missteps build confidence. The 15-Second Approach makes this jump quick, like pulling off a Band-Aid: fundraisers initiate trust-based conversations in just 15 seconds, resonating with donors’ values and inviting dialogue. In the live webinar, you’ll craft a tailored approach to share your mission, positioning donors as heroes who drive impact, while you guide them with authenticity.



***15-Second
Approach***

Key Benefits for Your Non-Profit

- **Resonate with Donors:** The 15-Second Approach fosters instant trust, making donors feel valued amid 6,000–10,000 daily marketing messages.
- **Overcome Contact Anxiety:** Fundraisers face fears through repeatable actions, enabling confident, natural outreach.
- **Authentic Conversations:** Post-Goldberg training (a few days), share your mission with passion, preserving your non-profit’s trusted reputation.
- **Donor-Centric Training:** AU’s video and live webinar empower fundraisers to position donors as heroes, strengthening emotional connections and support.
- **Collaborative Partnership:** Partnering with Magnolia Wealth enhances AU’s training and builds a team-based relationship, reinforcing your community role.

Why AU Stands Out

Unlike traditional training, where 87% of content is forgotten within months (Xerox study), AU delivers lasting results by encouraging action. Ross Cellino raised \$160,000 for homeless animals by empowering community donors as heroes, demonstrating AU's impact.

Real-World Impact

- Ross Cellino: Raised \$160,000 for animal shelters, engaging 135 businesses to adopt 385 animals.
- Globe Life: 19 agents saw a 200% sales spike using AU principles.
- View and excerpt and Ross Cellin testimonial [HERE \(4 minutes\)](#).

Next Steps: Contact the agent who shared this opportunity or reach out to Gary Hoy (Founder of Teammates) at gary@teammates1.org to schedule a call to explore AU's impact on your fundraising. Or you can register for the Non-Profit Overview 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)

