

(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.



15-Second Approach

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.

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 Cellino testimonial [HERE \(4 minutes\)](#).

The Luke and Yoda Approach

Non-Profits thrive by fostering community and shared purpose. AU's "Luke and Yoda" philosophy positions your organization as the guide (Yoda) and your donors as the heroes (Luke Skywalker). By allowing supporters to take center stage in your mission's success—such as through recognition for their contributions—you create emotional connections that drive long-term engagement. This approach, paired with the 15-Second Approach, ensures conversations feel genuine, not transactional, building trust and loyalty.



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)



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. Here are a few video testimonials about [the 15-Second Approach \(2.5 mins.\)](#). Start growing your non-profit's impact today!

Business testimonials from Appointment University:

Appointment University is a lifeline for agents - both new and struggling - to make sense of the emotional aspects of prospecting. The impact in my organization has been eye-opening in developing new activity and excitement. My initial exposure was watching a short video from a Managing Partner of a Fortune 100 Company and several participants who had seen a significant jump in production. Then, after 10 minutes with Gary, I had two questions - how much and when can we start.

I encourage you to carve out some time with Gary - you will then likely ask the same two questions. This is a game-changer for any salesforce...the principles taught help agents identify and then overcome their fears to prospect...

Richard Schega

General Agent - Magnolia Wealth (Fortune 100)

"Having run my own business for the past 20 years I am keenly aware of the importance of client acquisition. Thank you for putting a finger on the emotions which continually seem to invade my business...your honest and straightforward Bootcamp was refreshing and has reinforced the importance of "Getting in the pool, and staying in the pool." I am a self-help enthusiast and this material is the best I have ever seen...



Thomas Vicanti

Partner, BICA Solutions

"The program builds a culture that allows free flowing conversation and is worth its weight in gold to banking institutions, but more importantly to their customers. The tracking program is so simple you'll almost chuckle - but the impact will be powerful and immediate. Do yourself a favor and check out this program.



John Witkowski

President and CEO, Independent Bankers Association of NYS

"I have seen firsthand that Gary Hoy's appointment setting approach is a game-changer. Having been in sales management for 35 years, I know that this amazing "15-second Approach," can double sales results in short order. Gary's program should be the first of any training you provide your sales team.



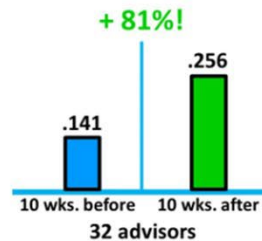
Larry Post

Former Group Vice President of New England for Ameriprise Financial (New England)

Production / Activity Study



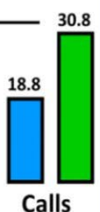
Fortune 200 Company



1,000 Branch Bank

■ - Appointment U. (20 branches)
■ - Control Group (20 branches)

+64% Increase in calls (activity)



Calls

"The approach has been a huge asset in helping us develop and train existing and new advisors. Gary offers a unique approach which helps our advisors make sense of (and overcome) the anxiety which surrounds prospecting. The simple 15-Second Approach philosophy changes everything - fantastic!



Louis Nuchereno

Executive VP at Equitable Advisors-East Region

"Meeting Gary is one of the best divine appointments in my career of 22 years. His training is simple and concise. Just take action, get busy and get results. This is the best training I have attended that gives results - in the last two weeks I have closed on 3 new contracts! It takes anxiety away and recalibrates my mind to focus on what I can control. Simply awesome!!!



Agnes Oh

Financial Services Director - Prudential Assurance (Singapore)